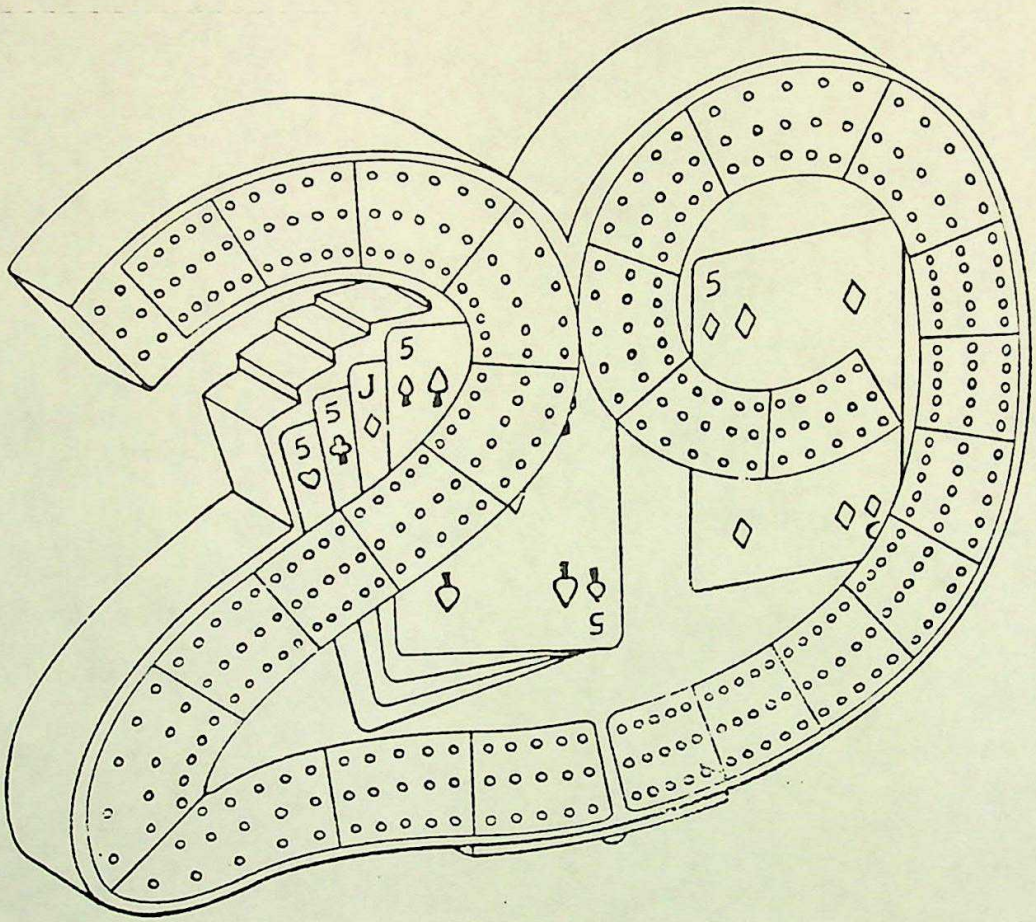

CRIBBAGE BOARD
No. 20554/141 - Reg'd. June 4, 1956
EDWARD M. HIRST, North Burnaby, B. C.
File No. D-22867

CANADIAN PATENT
IN D10/46.1 AND BOX

340-710 AU 234 EX EXAMINER

OR 3,541,541 pat. 11/17/70 234

X 33/141.5 =46025

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D. C. ENGELBART 3,541,541

X-Y POSITION INDICATOR FOR A DISPLAY SYSTEM

Filed June 21, 1967 3 Sheets-Sheet 1

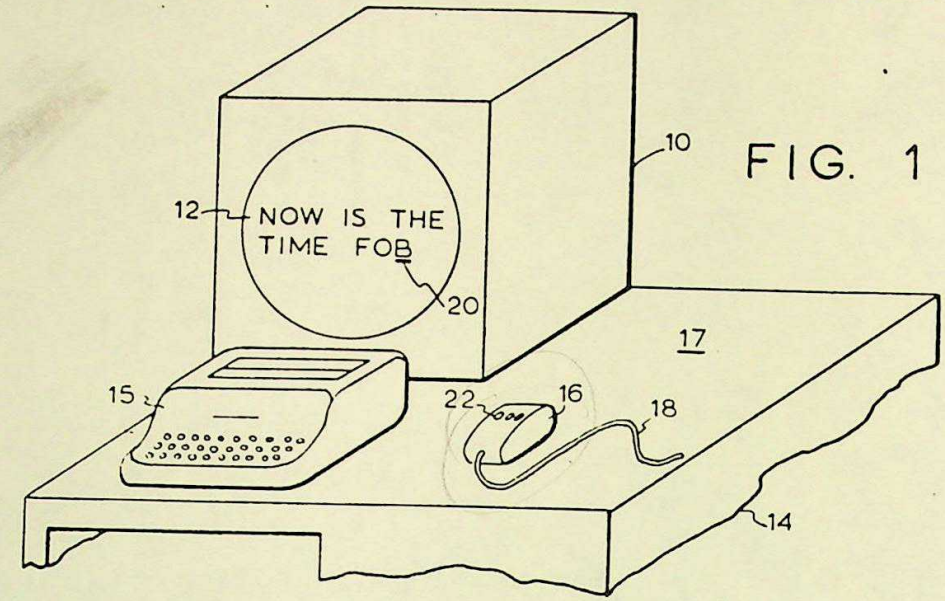

FIG. 1

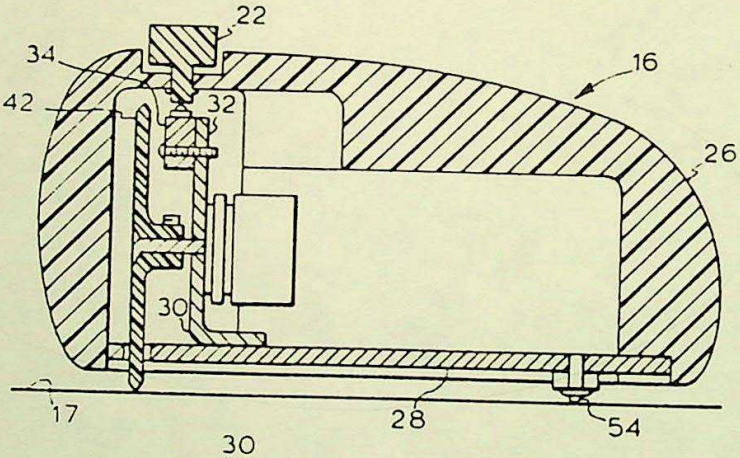

FIG. 2

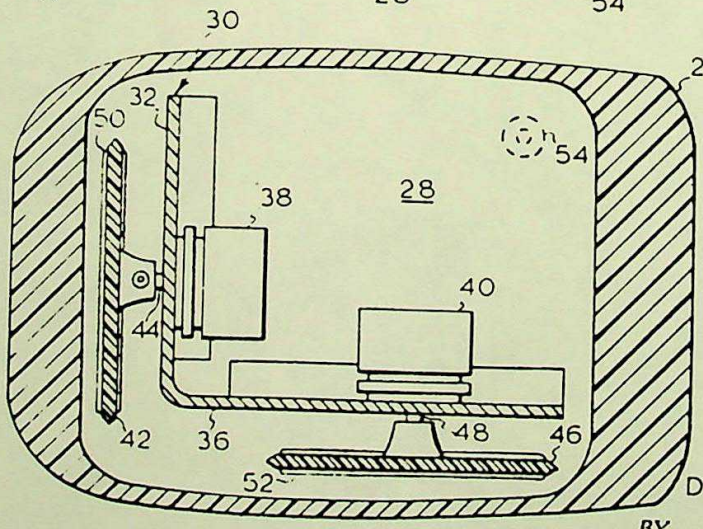

FIG. 3

INVENTOR.
DOUGLAS C. ENGELBART
BY
Lindenberg + Freilich
ATTORNEYS

"DO NOT PLACE IN SEARCH FILE"

364/522

United States Patent

[11] 3,621,214

[72] Inventors Gordon W. Romney
1521 Princeton Avenue, Salt Lake City;
David C. Evans, 1393 East South Temple,
Salt Lake City; Alan C. Erdahl, 2277 East
1700 South, Salt Lake City, Utah; Chris R.
Wylie, deceased, late of Salt Lake City,
Utah Patricia A. Wylie, administratrix

[21] Appl. No. 802,702
[22] Filed Nov. 13, 1968
[45] Patented Nov. 16, 1971

[54] **ELECTRONICALLY GENERATED PERSPECTIVE IMAGES**
48 Claims, 66 Drawing Figs.

[52] **U.S. Cl.** **235/151,** 340/172.5, 315/18
[51] **Int. Cl.** **G06f 7/00,** G06f 9/12
[50] **Field of Search** ..... 343/7.9; 35/10.4; 33/18 C; 340/324.1; 235/151

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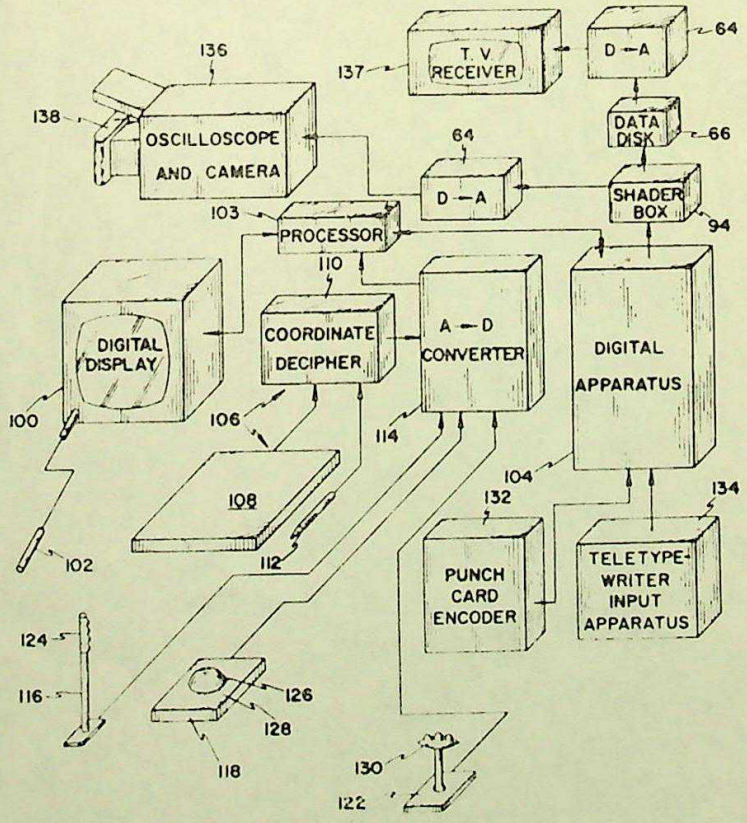
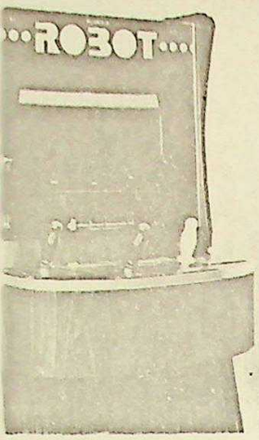
Primary Examiner—Eugene G. Botz
Attorney—Lynn G. Foster

ABSTRACT: A method and system for electronically generating and displaying two-dimensional perspective images which visually define three-dimensional objects by providing electrical signals representative of the surfaces of an object, converting, ordering and utilizing the signals to identify and display only visible surfaces and to control brightness along the visible surfaces of the eventual electronic display. More specifically, units of the electrical signals define surface portions of the object. These units are converted to define the projections of the surfaces defined by the units onto a two-dimensional image or view plane. The converted units are sorted to conform to the scanning pattern of the display device and those units which are to be visible, depending on the desired orientation of the object, are determined. The visual characteristics of the visible units are then calculated and converted to suitable form for controlling the intensity of the electronic display.



VENDING TIMES



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monitor and a three month
the video board. The cabinet
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the game incorporates an
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who scores 12 points against
gets extended play. Each
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r opponent.

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formation may be obtained
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distributors. The firm is
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the
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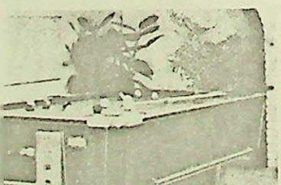
the Velvet Touch



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Wisconsin Operators Plan Spring Convention, Exhibits

MILWAUKEE, Wisc. — The Wisconsin Music Merchants Association is holding its Spring Convention and Trade Show April 11-13, at the Hoffman House in LaCrosse, Wisc. Accommodations will be at the adjoining Midway Motor Lodge.

According to association officials, "we've extended the program to three days instead of two. This will allow members more time to examine merchandise and ask questions. Suppliers will thus be given more time to sell."

The group indicates that there will be no conflicting events during exhibit hours. WMMA also explained that it is planning "a changeover to" service-oriented approach to the trade show. "We urge exhibitors to have factory service men, familiar with all product intricasies, on the floor to answer questions. Operators are being asked to bring their employees to the show to learn about new equipment and to brush up on existing equipment."

The group is planning to publish a directory, as they did last year for their spring convention. Those wishing information regarding exhibit space, as well as advertising requirements for the directory should contact the association at 1109 North Mayfair Road, Milwaukee, Wisc. 53226.

Irving Kaye Notes Formation Of New Table Parts Division

BROOKLYN, N.Y. — The Irving Kaye Co. has announced the formation of a new parts division, specializing in pool table and soccer game parts.

A fully illustrated soccer parts catalog is now available. The catalog is designed to add to the ease of ordering parts. The Kaye brothers, Howard and Arnold, emphasized that the parts will be available "for every soccer game made." They added that "the new parts structure should be of great interest to those operating pool tables and soccer games."

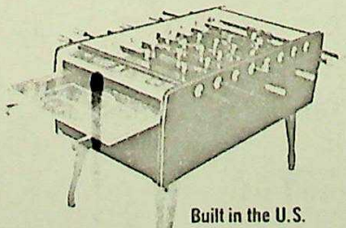
Further information may be obtained by contacting the Irving Kaye Co., 363 Prospect Place, Brooklyn, N.Y. 11238.

Boys' Clubs Presents Award To American Exec

UNION CITY, N.Y. — Nick Melone, general manager of American Shuffleboard Co., Inc., recently received an award from the Boys' Clubs of Jersey City, N.J. for his support of the group's program.

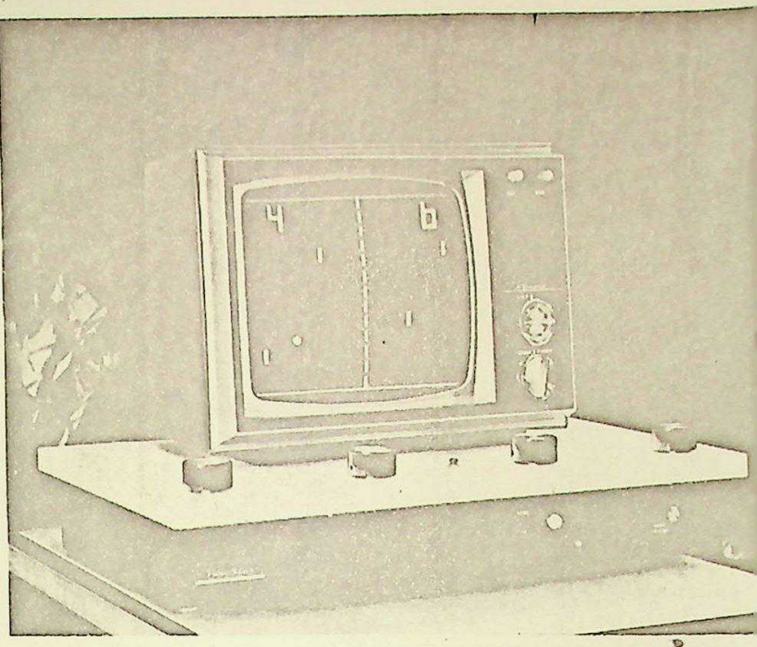
The certificate was awarded to Melone at the Club's annual dinner meeting. American Shuffleboard has contributed to and supported various church and youth groups over the years.

"SUPER-SOCCER"
The Finest Soccer Game In The World



Built in the U.S. and featuring the exclusive slide-out playfield.

Irving Kaye Co. Inc.
363 PROSPECT PLACE · BROOKLYN, NEW YORK 11238
(212) STerling 3-1200



Control Sales Markets New 'Video Action II'

DES PLAINES, Ill. — Control Sales introduced its new 'Video Action II' at the Winter Consumer Electronic Show.

The unit is completely solid state and incorporates connections for attaching the game to the antenna terminals of any standard television receiver. The Video Action II is said to be priced under its predecessor model which included a television receiver. The customer may now buy the electronic game and connect it to his own television set at home.

The new electronic game is said to require no screen overlays. The game can be played by either two or four players and the 'paddles' are actibated by four knobs on the control panel. The 'ball' is served automatically to start the and bounces back and forth as it is by the competing players. When a hits the ball past his opponent, a sounds and a point is scored.

Also features on the unit are sounds with a separate volume c automatic digital scoring on the court lines and 'segmented' which enable the player to return at a confusing angle.

The game was developed for ho by Universal Research La manufacturer of electronic logic

Further information may be ol by contacting Control Sales, Inc Devon Ave., Des Plaines, Ill. 60018

Bally Introduces Flicker Two Player Flipper Ga

CHICAGO, Ill. — "Our new game, Flicker, features twin scoring objectives at both the top and the bottom of the playfield," observed Paul Calamari, sales manager of the Bally Manufacturing Corp., in announcing volume delivery of the firm's new two-player flipper-type pin game.

"Target at the top of the left and right lanes," Calamari explained, "scores special if hit when the special light is lit. Special lights when the build-up bonus is at 15,000, remains lit until the ball enters the out-hole. Special targets an be hit only by captive ball in each lane, captive ball being propelled by impact of the ball in play.

"At the other end of the playfield," the sales executive continued, "a ball exiting through the left or right out lane, when extra ball light is lit, delivers extra ball to shooter tip. Extra ball lights when bonus is at various designated scores. The bonus feature, which controls both special targets and extra ball rollover, builds up from 1,000 to 15,000 by hitting any of a variety of advance bonus skill objectives.

"The bonus is collected by the ball entering the out-hole and is doubled if collected when double is lit," he went on. "Double bonus lights after A,B,C,D targets are lit, remains lit until ball goes in out-hole.

"Big value scoring objectives are also strong repeat play features of 'F Calamari said, "Top kickout hold whopping 3,000. Each of the fo skill objectives scores 1,000: eight new jumbo light-up rollove of four targets; and rollover in lo and right lanes."

The game, Calamari added, is convertible to add-a-ball scoring with three or five balls, with or match feature."

Further information may be o by contacting local Bally distr The firm is located at 2640 West Ave., Chicago, Ill.

U.S. MARSHALL

J.F. FRANTZ MFG. CO.
1940 W. Lake St.
Chicago, Ill. 60612
Tel. (312) TAylor 9-2399

MOA To Publish List State Convention Da

CHICAGO, Ill. — The Music O of America has indicated that publish the dates of the conven state associations which not national office.

"In this way," MOA explains, help state associations avoid conventions on the same dates, a we recognize that in some cases i be helped. Last year, three asso held conventions on the same w making it impossible for in parties to attend all three.

"State associations are urge their annual convention dates advance as possible," MOA co "The more successful associat their dates a minimum of a advance. In this way they have choice of locations and facilities."

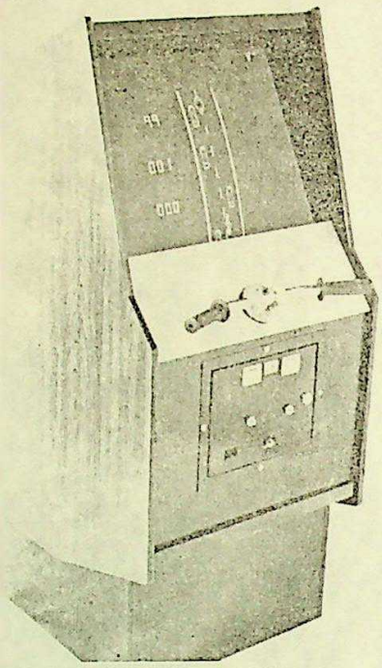
MOA has also noted that seve associations have produced e newsletters, citing as an exan December issue of the Wisconsi Merchants Association Newslette

Fred Collins, MOA presid planning to develop more associations during his tenur in of

'AGO COIN MACHINE DIVISION, ago Dynamic Industries is showing ll line of flipper games and arcade s. Manning the firm's booth at the ention are company sales and ser- personnel.

IES CLEMENT MFG. CO., INC. is biting its line of coin machine parts supplies, as well as its line of billiard lies. Attending the convention from firm are Bill Ray, president; Cal ld, general manager; Norm Cam- plant manager; and John Lapinski, manager.

ITAL GAMES, INC. is showing its of coin operated video games, cock- table, and its new motorcycle game, vy Traffic. Attending the exposition the firm are William H. Prast, pres- t; Billy S. Bailey, vice-president; C. Bailey, chief engineer; Steve ler, service engineer; and Doug ey, production manager.



DIGITAL GAMES

UTSCHE WURLITZER GMBH is laying its coin operated phonographs cigaret vending machines. Company s and service personnel are on hand e firm's display to provide assistance.

DIVERSE PRODUCTS INC. is exhibiting the complete line of Deutscher Meister table soccer and Olympia hockey games, including the Profi, Two Player, World Cup, Grande Lux, Luxus, and Olympia Hockey units. Attending the the convention from the firm are M.C. 'Bud' Wachter, president; Sue Rost, accountant; Robert Baird, salesman; and Eileen Roche, secretary. Also attending are representatives from the German based factory including Kurt Fratzcher and Maria Foerster. The firm is also planning to have several expert hockey players from Germany, including Heinrich Weiss, Karl Hernz Wehr, Richard Kellerman, and Joseph Cullen. Diverse Products will present $25 to any team who beats the German hockey players in a best two-out-of-three match. Free T-Shirts will be presented to all.

EBSCO AMUSEMENTS is displaying two coin operated fussball tables and one home model. Attending the convention from the firm are Jack DeMarco, assistant vice-president/production manager; Joe Bradford, sales representative; Charles Netterman, plant manager; and Boyd Ruegsgger, merchandising manager.

EDCOE MFG. & SERVICE CO. is showing its Love Computer, Computer Palm Reader, Computer Horoscope, Light Display Cocktail Table, Compute Tac Toe, and Video Cocktail Table Kit. Attending the convention from the firm are Edward A. Wanisko, owner; John Hartsock, sales manager; and Linda Schonfeld, office manager.

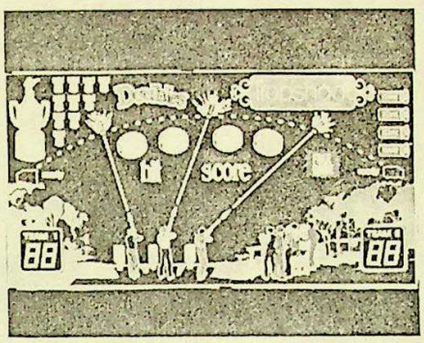
ELECTRA GAMES, INC. is showing its line of electronic video games and cocktail tables, including its new Avenger. Attending the exposition from the firm are Stanley Jarocki, sales manager; Hal Howard, marketing manager; Tom Jachimek, chief engineer; Darrell Blendowski, service manager; E. L. Polanek, executive vice-president; James Koenig, financial vice-president; and W. E. Olliges, president.

ELECTRONIC CONCEPT INDUSTRIES is showing its cocktail table style video games; conversion kits to convert consoles into cocktail tables; and the firm's new model #40, a barheight table accommodating people with barstools or standing. Two games are available, i.e., four court tennis with joystick controls or the three game tennis-hockey-soccer. Attending the convention from the firm are Andre R. Dubel, owner; Michele N. Dubel, sales; and manufacturing representatives Jack DeWitt and Ed Tarr.

EMPIRE DISTRIBUTING is showing the ABC kiddie rides, the OK kiddie rides and the Garlando football table. Manning the firm's booth at the convention are company executives Gilbert Kitt, Joseph Robbins, Arnie Goldberg, Jack Burns, Ben Rochetti, John Smead, Jim Segerson, Joe Patterson, Bob Rondeau, Harold LaRoux, Charlie Elkins, Hal Howard and Hank Heiser.

J. F. FRANTZ CO. is showing its U.S. Marshall game. Heading the firm's contingent at the convention is company owner John F. Frantz.

GREMLIN INDUSTRIES, INC. is exhibiting its line of remote play wall games. Manning the firm's display at the exposition are H. F. Fogelman, president; G.L. Hansen, vice-president; G. A. Candelore, vice-president; and Lane Hauck, marketing manager.



GREMLIN'S WALL GAME

EXIDY INC. is displaying its complete line of electronic games, including its TV Pinball. Attending from the firm are H. R. Kauffman, company president; and John W. Metzler, company vice-president.

FISCHER, Div. of Questor Corp., is displaying its Regent coin-op pool table, its Empress Decorator coin-op pool table, and its Fiesta 58 Bumper coin-op pool table. Manning the firm's booth at the convention are company operations sales manager, Frank Schroeder and Mary Ann Schroeder.

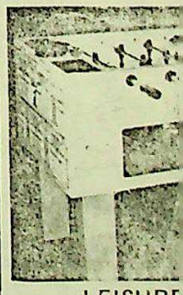
STEMS, INC. uct family of digita Manning the firm' sition are Peter L liam Lillios, vice pr erations; Edward tive vice-president vice-president, eng

IRVING KAYE complete line of coi and soccer games vention from the Kaye, president; president; and Ar ident.

KOMPUTER DYN playing three sol (face to face comp The company expl digital readouts; balls are incorpo Opponent's front may be disabled b At the firm's disp are K. Richard Pa M. Russell, exe Ronald E. Youn R. Chad Zulich, se

KURZ-KASCH Developing is disp of test equipment home study cou nicians which is firm is providing tion of video gam booth. Attending the firm are Jim ger; Jim Sneed, s liam Arkush, fiel

LEISURE SPO is showing its A Tournament Fuss Table, and Ame Tiffany Style La vention from the man, president; ing vice-presiden Tumbleson, mar and promotion Faulkner, Rams Lindsay. The fi product demons tournament con sive and defensi sive question an held for all conc cussion of 'The B Fussball Tourna what it means t introduction of ment Fussball T Bicentennial Cel 200th year.

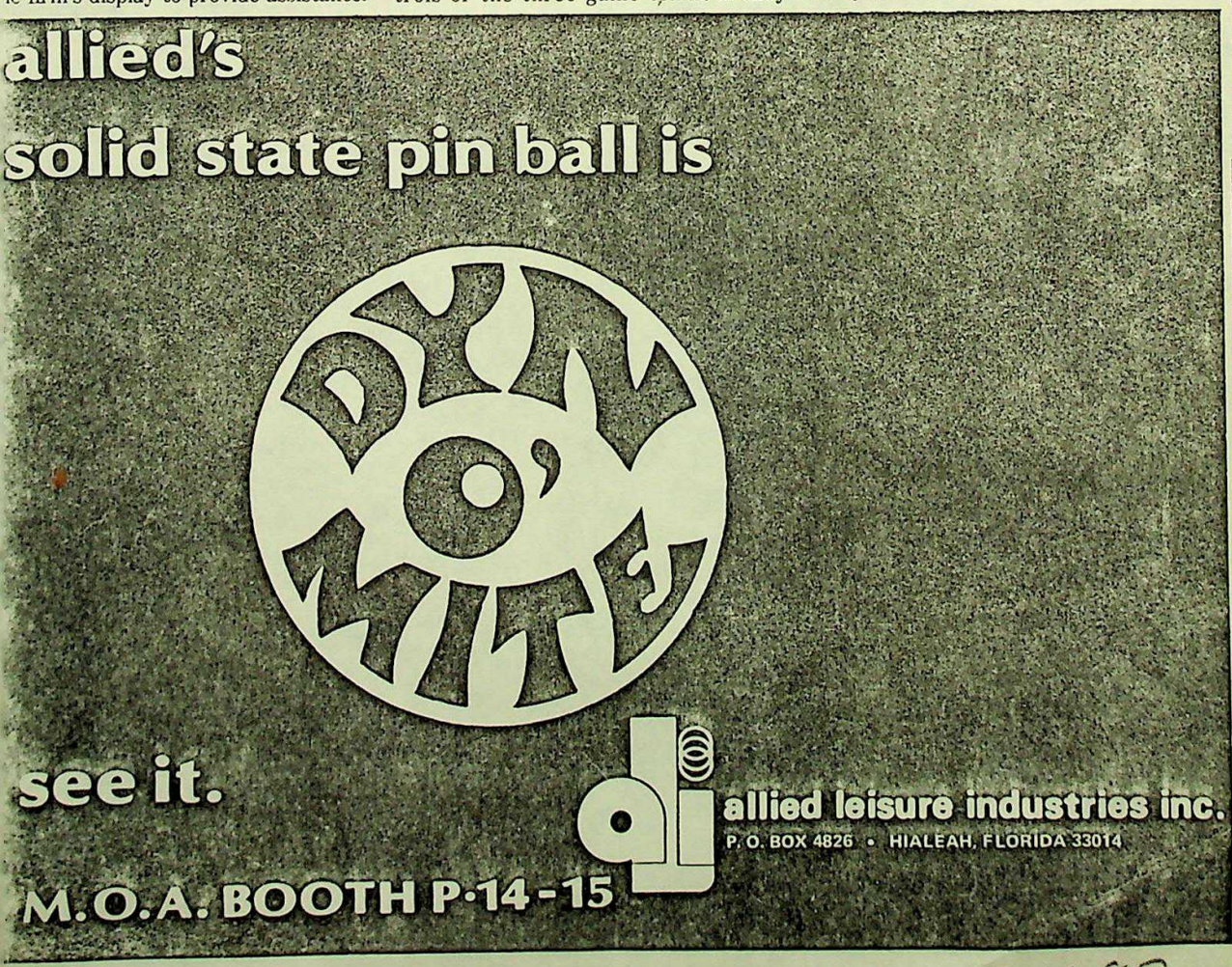


LEISURE

LOEWEN-AUT KG. is displayin phonograph lin model. Mannin sales and servic

MAJOR MAN iting its Lunar well as three n new concept in processors. At from the firm a Jerry Booz, Chuck Arnold, ing; Hal Madde facturing; and service manage

MEADOW GA



VENDING TIMES OCT. 1975 p.80

NASA CP-001 CAT.

Proceedings of The SCAR Conference

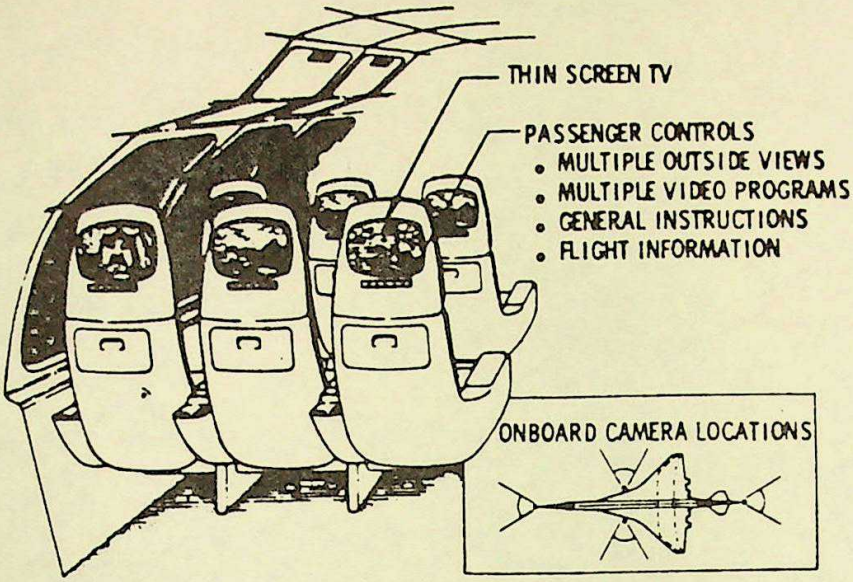


Figure 15.- Indirect outside viewing concept.

Boeing presentation

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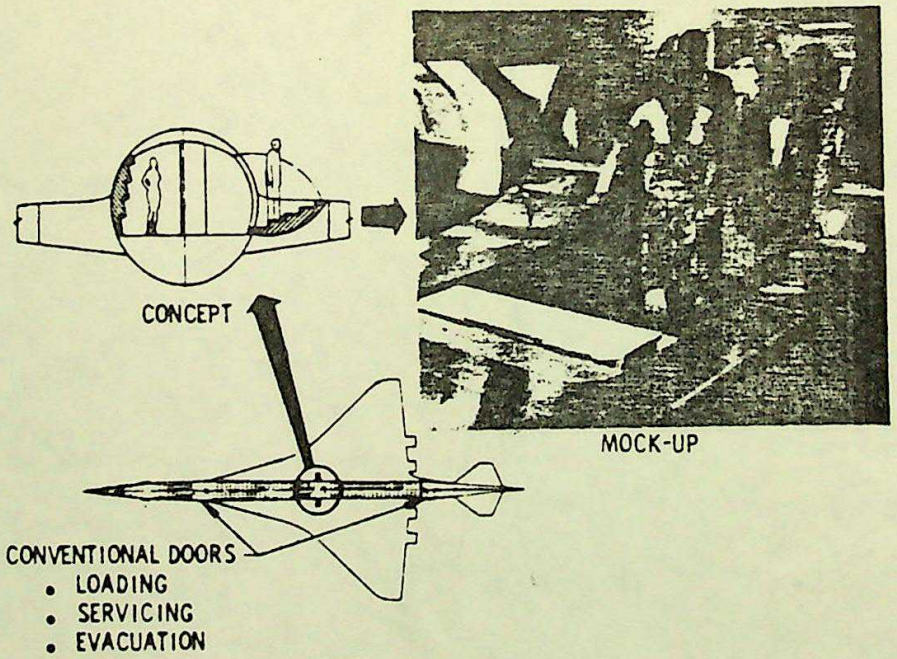
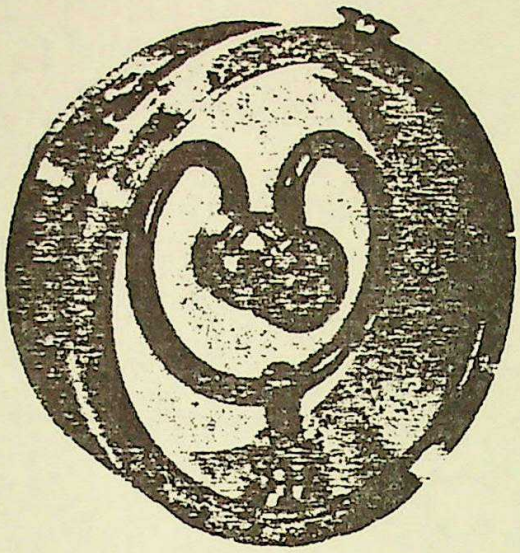


Figure 16.- Overwing passenger evacuation.



Twenty-four resonators, placed end to end in their housings, form an atom smasher. They are cooled and charged to accelerate atomic nuclei through a central channel.

LOW-BUDGET ATOM SMASHER

Now invented: an atom smasher that requires only as much power as that needed by a standard light bulb.

Conventional smashers require millions of watts of power to accelerate atomic nuclei into high-speed collisions, but the new accelerator can do the same job using only tens or hundreds of watts.

The machine, developed at Argonne National Laboratory near Chicago, could make it possible for small universities and research institutions on tight budgets to study the makeup of atomic nuclei.

The reason for the modest energy requirement is that the accelerator works at an incredibly low temperature: −451 degrees Fahrenheit, or 4.6 degrees above absolute zero on the Kelvin scale.

When cooled to that temperature, says Argonne physicist Kenneth W. Shepard, metal devices in the accelerator called resonators become superconducting and lose almost all the resistance they would normally offer to electric currents that are sent surging through them. As a result, these currents need less energy with which to accelerate nuclei up to speeds approaching that of light. Shepard has modified conventional resonators to take advantage of this property of low resistance.

There is a catch, however. Although very little power is needed to actually accelerate the nuclei, the refrigeration requirement adds considerably to the power bill.

If cooling were not a factor, Shepard estimates the new accelerator's total power needs to be about one thirty-thousandth of what it would take a conventional accelerator operating at room temperature. With refrigeration, he says, the total energy requirement rises to about a tenth.

The Argonne accelerator, made up of 24 resonators, is mainly used to study heavy atomic nuclei. Shepard says that adding sequences of superconducting resonators could boost the potential of conventional accelerators and enable researchers to study higher-speed collisions. □

TALKING WATCHES

There's a watch on the market today that literally *tells* the time. It works by means of a talking chip, one of the latest marvels of microelectronics.

"There's no tape recorder," says a spokesman for Personal Electronics, Inc., which developed the Omni Voice Master. Instead, a preprogrammed chip contains individual codes for the sounds that make up the human voice. When a button is pushed, the chip assembles these sounds into words and tells you what time it is.

The watch also has an alarm. When a set time arrives, it beeps, states the time and plays a minuet for about 20 seconds. If the alarm control is not reset within five minutes, the watch beeps again, announces "Attention please," repeats the time and the melody and urges the wearer to "please hurry." □

WINDOWLESS JET PLANES

When you buy a ticket for tomorrow's supersonic aircraft, don't bother to ask for a window seat. According to Bruce Wright, of Lockheed-California Company, most of the planes may have no passenger windows at all.

The idea arose, says Wright, when Lockheed designers began to investigate potential developments in supersonic transportation. "Given the plane's large wing area and the high altitude at which it flies, we realized that people wouldn't be able to see anything anyway. So we decided to eliminate the windows."

Wright, manager of the Commercial Advanced Concepts department, believes that having no windows will create a significant decrease in both interior cabin noise and manufacturing costs. Also, eliminating the need to punch window holes in the fusilage will allow quicker production as well as greater strength. A smoother body also means less drag and increased energy efficiency.

Wright promises, however, that those who like to look out the window will not be cheated. Passengers will be able to look at video screens built into the backs of the seats in front of them and choose from a variety of exterior views. These would be provided by cameras looking out from different sections of the aircraft, and, as in ordinary television viewing, passengers could change channels to their heart's content.

"For example," says Wright, "you could pick a channel and see the view the pilot has, or you could watch in-flight television. Video games, word processing and computer functions could also be available. The capability is unlimited—there'd be something for everyone."

With flat-picture-tube technology on the road to becoming financially feasible, the ultimate hurdle will be public acceptance of the video "window." "We think that if people could watch a video system, they'd no longer have a burning desire for a regular window. Then again, maybe they still would," he adds. □

THOMAS EDISON TURNED ON the first practical electric light bulb, like a bright idea, in 1879, the same year Albert Einstein was born. That same year, the first man to theoretically calculate the speed of light—James Clerk Maxwell—died. Consideration of light's speed led Einstein to formulate the theory of relativity and open the way for the development of modern physics.

Science Digest, Jan, 1982

p.24

MERCHANDISING, JUNE, 1977
P. 48

enthusiasts [illegible] of money to jump buses. How[illegible] cause we i[illegible]

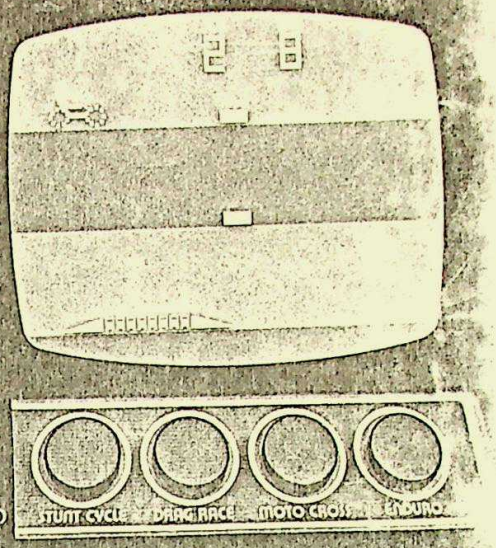
Now we [illegible] television. But only after we learned how popular it was as a coin-operated game. Even that wasn't enough. We consumer tested Stunt Cycle so we could make it more fun. To make it more fun, we added three more games: Motocross, Enduro and Drag Race.

With Stunt Cycle, we discovered people need a challenge. Every time their motorcycle crashed, whipped a wheelie or didn't beat the clock, they wanted to play again.

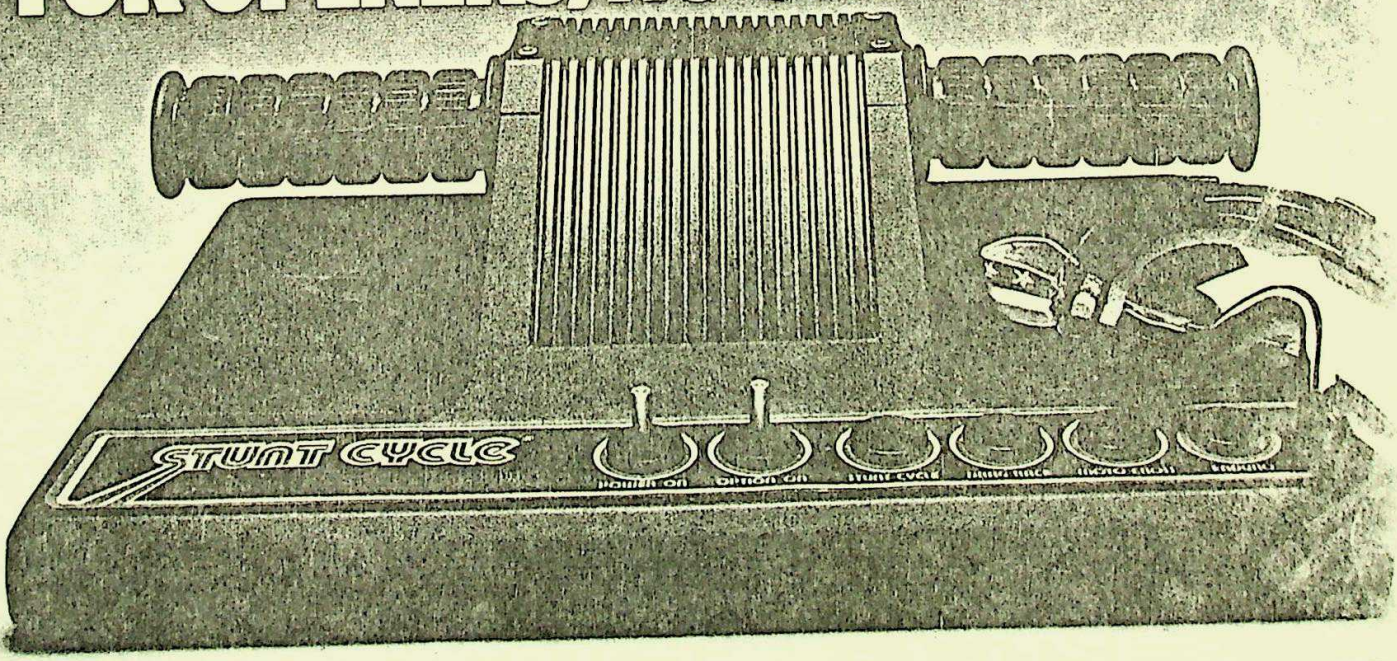
Stunt Cycle starts with eight buses and works up to thirty-two. It isn't easy to jump thirty-two buses. It takes skill, concentration and all the standard Atari features. Things like crisp on-screen scoring, accurate stop watch timing, color on color TV, real motor and crash sounds and simulated motorcycle handlebar grips.

We already know from pre-testing that Stunt Cycle is so challenging to play, the consumer loves it. Our consumer research demonstrated that of the people who played Stunt Cycle, over 38% intended to buy it.

So once again, all work and no play has payed off.



STUNT CYCLE.
FOR OPENERS, NO ONE ELSE HAS IT



McCormick film and a hospitality suite at the Hyatt Regency.

See and hear for yourself. We've got the strongest line of television, personal electronics products and audio equip-

48
P.

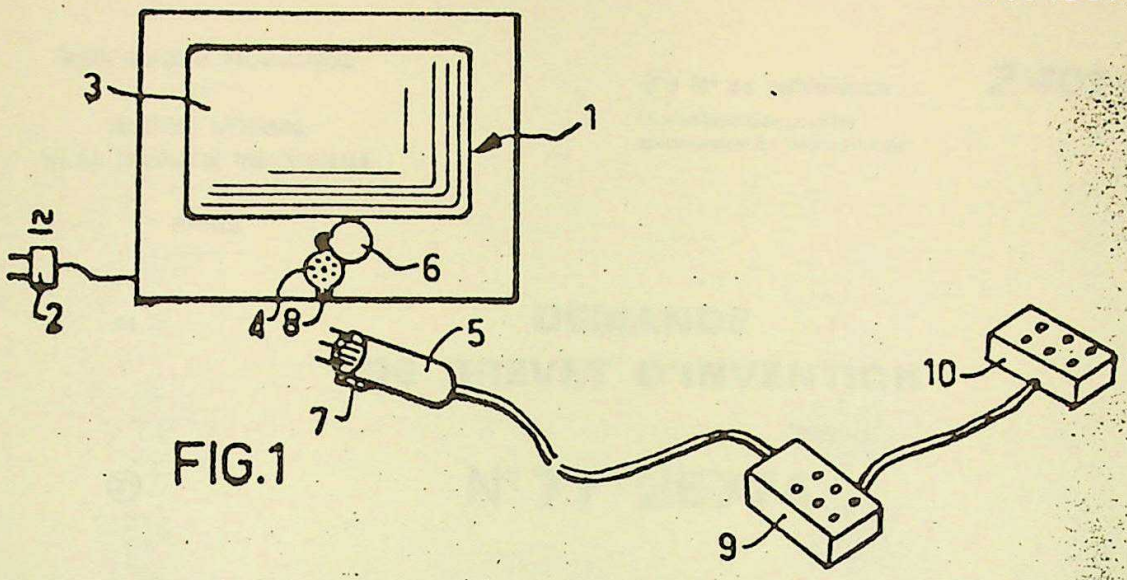


FIG.1

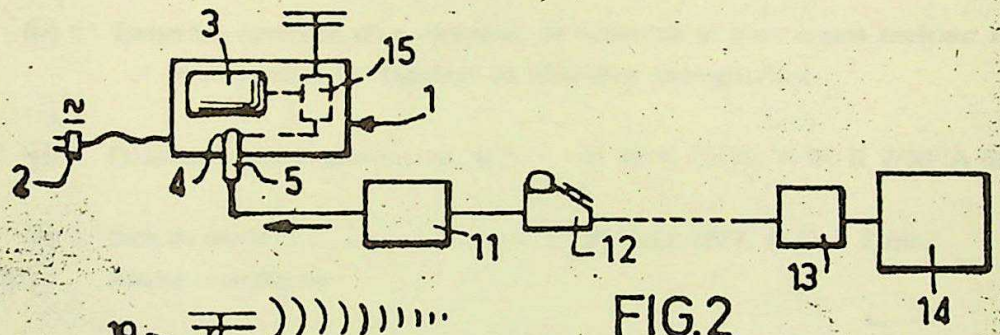


FIG.2

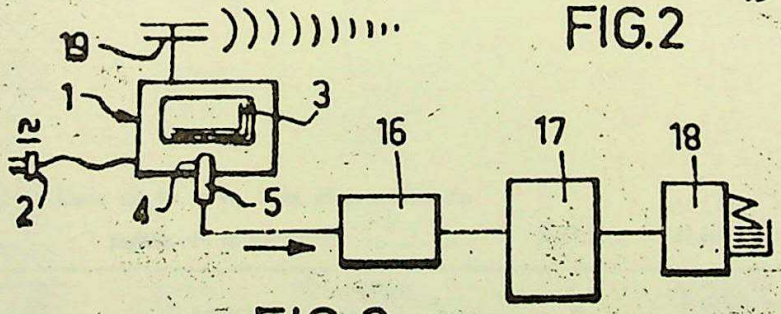


FIG. 3

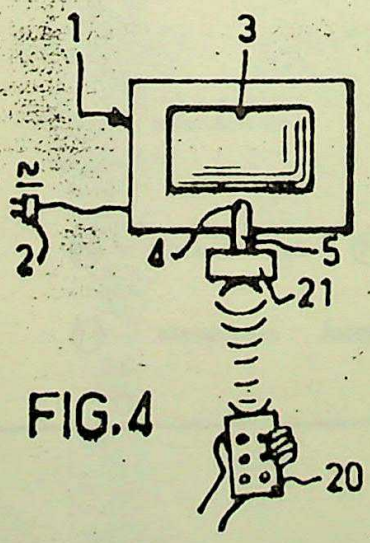


FIG.4

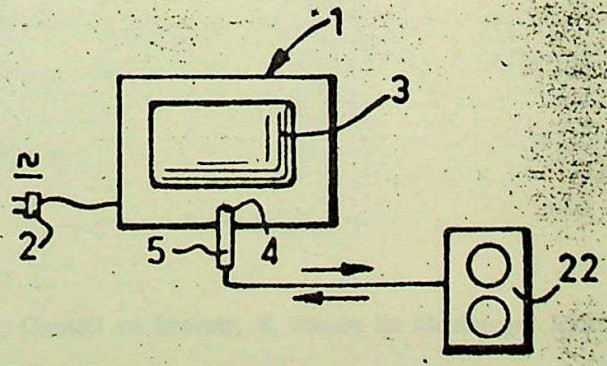


FIG.5

RÉPUBLIQUE FRANÇAISE

INSTITUT NATIONAL
DE LA PROPRIÉTÉ INDUSTRIELLE

PARIS

(11) N° de publication : **2 401 589**
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A1

DEMANDE DE BREVET D'INVENTION

(21) N° 77 25774

(54) **Ensemble constitué d'un récepteur de télévision et d'un organe extérieur relié par une prise multibroches et récepteur de télévision correspondant.**

(51) Classification internationale (Int. Cl.²). H 05 K 11/00; H 04 N 7/00//A 63 F 9/00.

(22) Date de dépôt ..... 24 août 1977, à 11 h 2 mn.

(33) (32) (31) Priorité revendiquée :

(41) Date de la mise à la disposition du public de la demande ..... B.O.P.I. — «Listes» n. 12 du 23-3-1979.

(71) Déposant : MIKRUT Antoine, résidant en France.

(72) Invention de :

(73) Titulaire : *Idem* (71)

(74) Mandataire : Jacques Peuscet, Conseil en brevets, 3, square de Maubeuge, 75009 Paris.

4-79

MIKR/ ★ R57 R59 E8073B/22 ★FR-2401-589

TV receiver data display and control system - uses multicore cable having cores for transmitting and receiving data to and from TV receiver and control unit

MIKRUT A 24.08.77-FR-025774

P36 (27.04.79) A63f-09 H04n-07 H05k-11

The TV receiver display and control system uses an exterior control unit connected to the receiver by a cable. The cable has at its ends a multipin connection designed to plug into the control unit and television receiver. The cable includes cores for transmission of signals from the receiver to the control unit.

There are also cores for transmitting signals from the control unit to the receiver and cores for picking up the control units electrical supply from the receiver. The multipin plug permits signals to be sent from receiver to control unit obtained from peaks of the television receivers line synchronisation timing signals. 24.8.77 as 025774 (6pp1072).

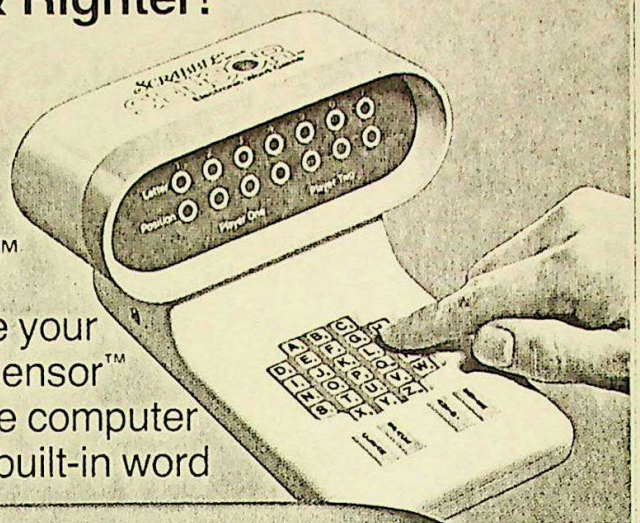
PLAYTHINGS JAN. 1979

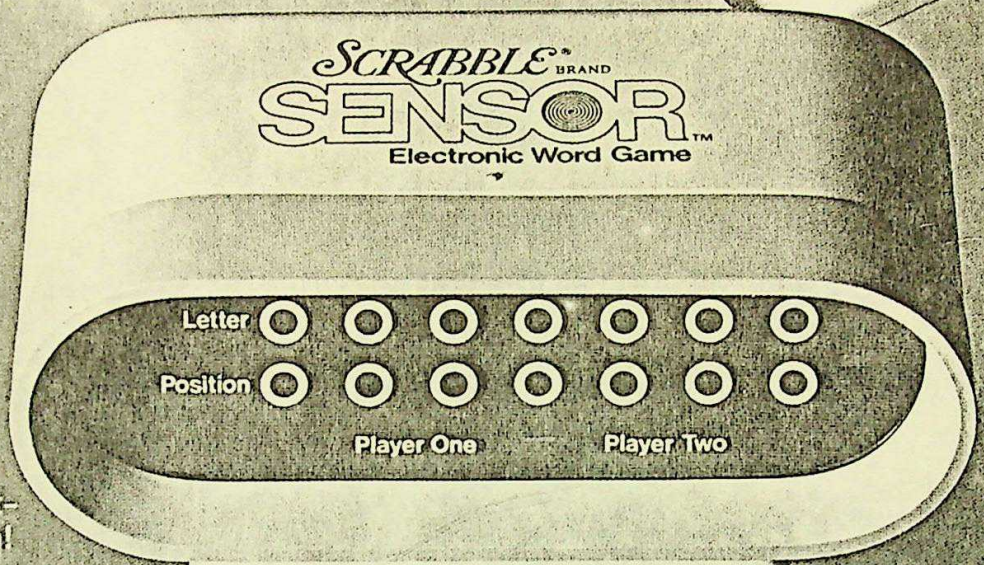
New from Selchow & Righter!

SCRABBLE® BRAND SENSOR™

Electronic Word Game

Punch in your hidden word and watch while your opponent tries to outsmart you, using the Sensor™ electronic brain! Or play it alone, against the computer —matching your wits against the Sensor™ built-in word bank. It's fun for everyone. A sure winner. Don't miss out.

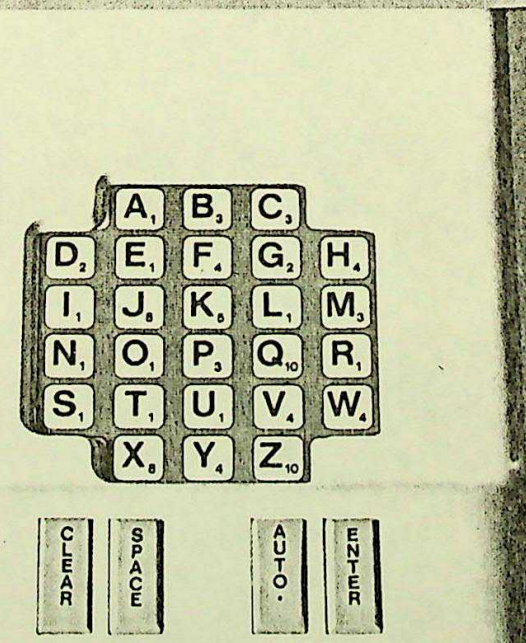


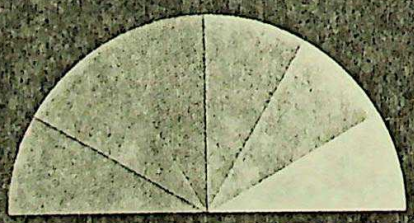


Heavy advertising support—including television!

Battery-operated—play it anywhere!
(Battery not included.)

From the company that brings you other big winners—SCRABBLE® brand word games.





SELCHOW & RIGHTER

Another name for fun and games.

Sales Office: 200 Fifth Ave., New York, NY 10010
Phone: (212) 675-4472

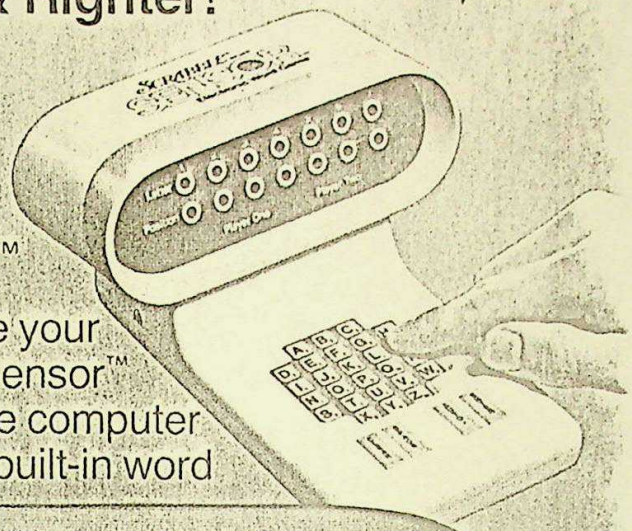
SCRABBLE® registered trademark Selchow & Righter Company.

95

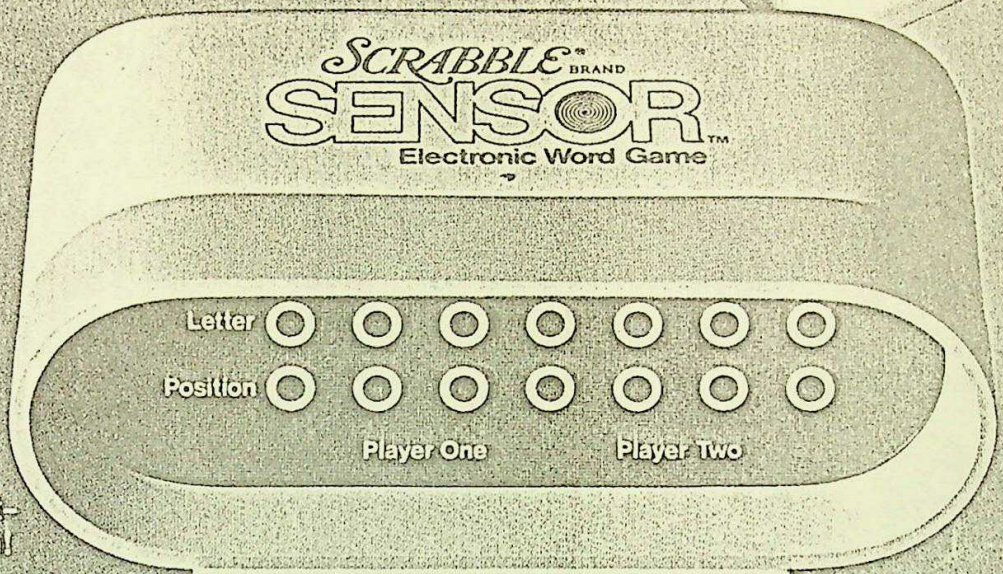
New from Selchow & Righter!

SCRABBLE® BRAND SENSOR™

Electronic Word Game



Punch in your hidden word and watch while your opponent tries to outsmart you, using the Sensor™ electronic brain! Or play it alone, against the computer —matching your wits against the Sensor™ built-in word bank. It's fun for everyone. A sure winner. Don't miss out.



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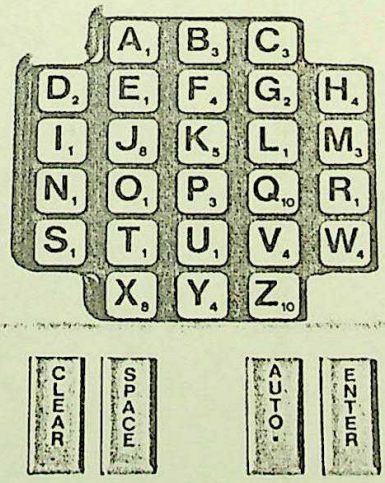

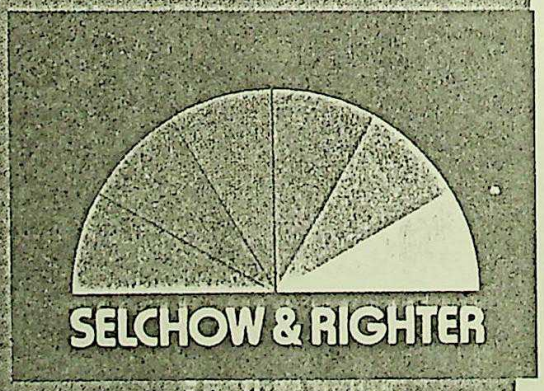

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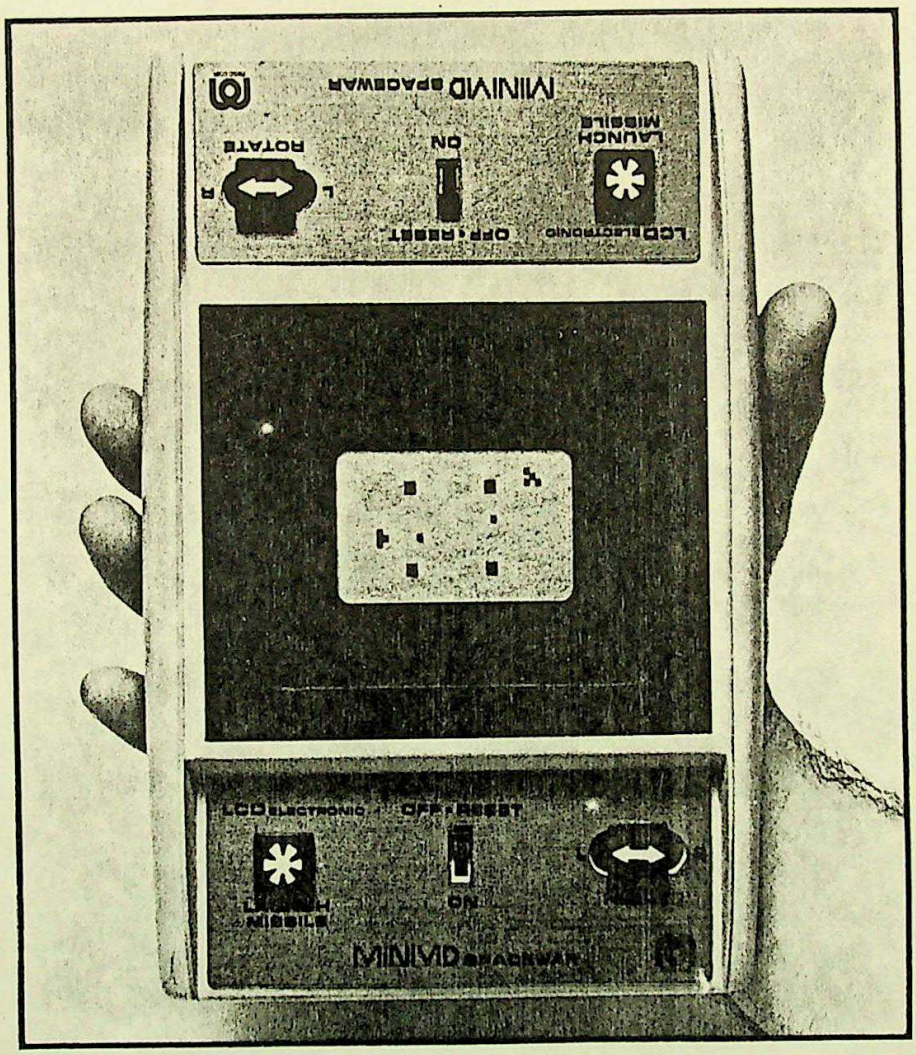
TOYS, HOBBIES + CRAFTS
MARCH 1979

IN 1979 MEGO® TAKES A SUPER IDEA AND SHRINKS IT.



Introducing Hand-held Minivid Games.

They put video game technology in the palm of your hand.

The revolution is on in hand-held games and Mego® is leading the way with its revolutionary line of Minivid games. These 6" x 4" games bring all the action of full-sized TV video games into the palm of your hand.

Figures move across the screen and realistic sounds keep the action moving. And you control it all!

Minivid games are the hand-held video games with a one or two player option. And each one is programmed with 4 game variations that are progressively more challenging.

With a retail price that makes them well within reach and a size that takes them everywhere, Minivid games herald a whole new age in hand-held games.

MEGO CORP

MEGO® THE INNOVATORS.

A1

TOYS, HOBBIES & CRAFTS
AUGUST 1979 P.1

IN 1979 MEGO® TAKES A SUPER IDEA AND SHRINKS IT.

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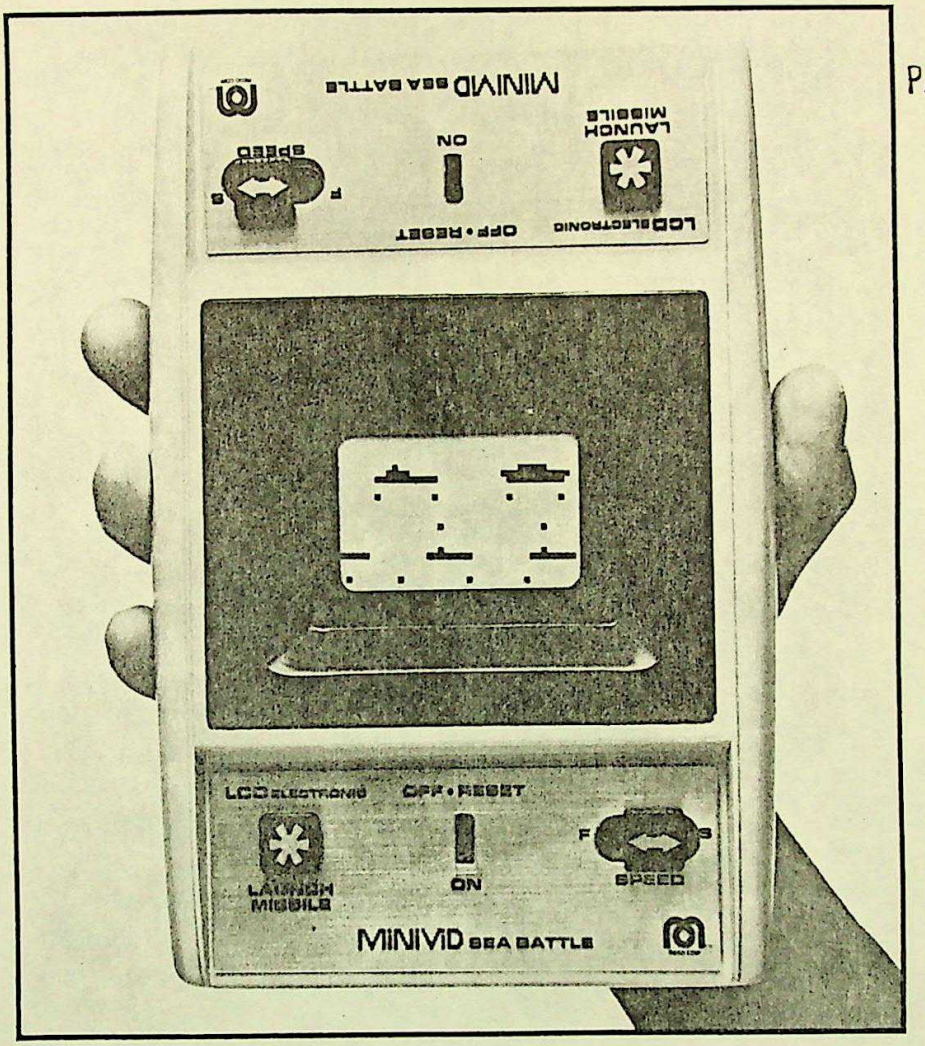
PAT. & T.M. OFFICE



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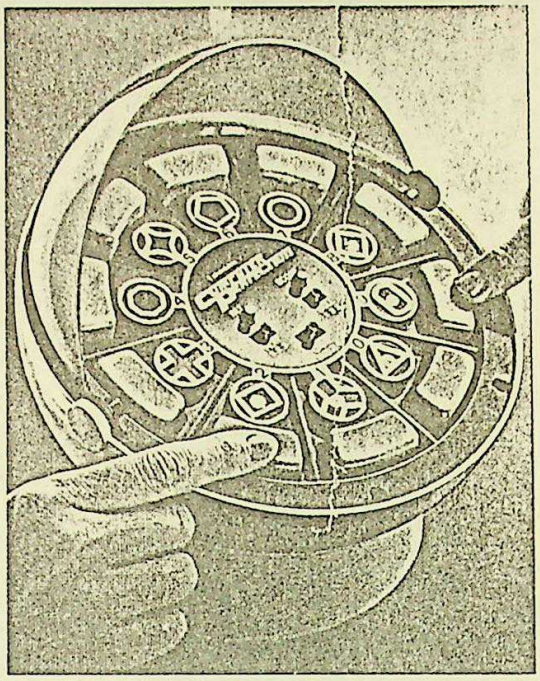
MEGO CORP

MEGO. THE INNOVATORS.

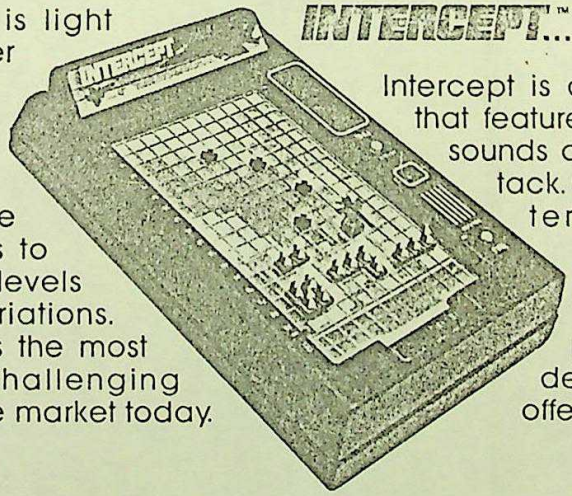
TOYS HOBBIES & CRAFTS
AUGUST 1979
BACK COVER



Lakeside's **COMPUTER PERFECTION**™

THE ELECTRONIC GAME THAT PUSHES YOU TO YOUR LIMITS

Computer Perfection is light years ahead of any other electronic game. Just roll back its dome and a computerized show of lights and sounds make it come alive. Multiple games to play at different skill levels providing endless variations. Computer Perfection is the most sophisticated and challenging electronic game on the market today.



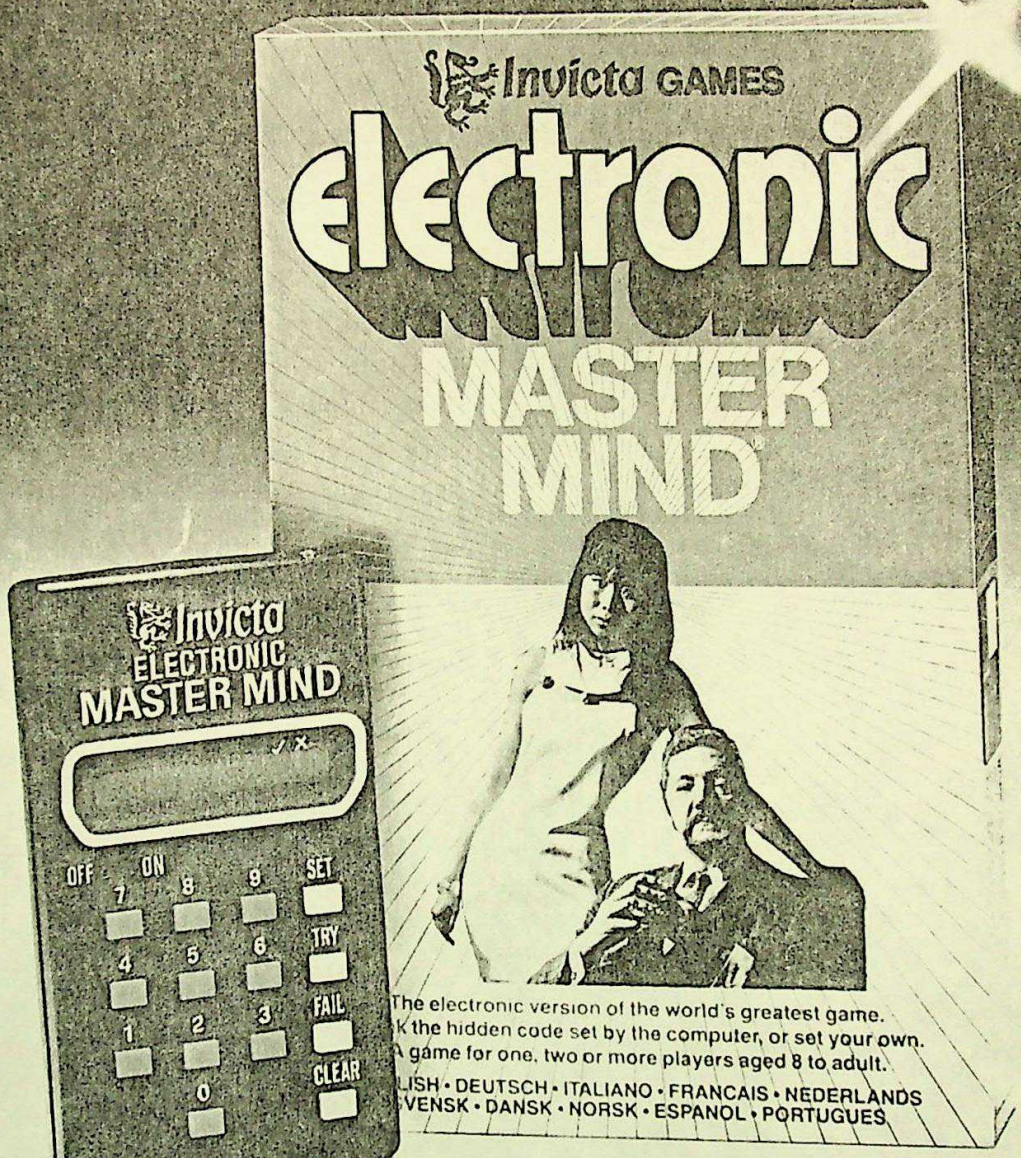
INTERCEPT™... A SELL-OUT IN '78

Intercept is a proven winner that features the sights and sounds of a jet fighter attack. Complete with Interceptor, S.A.M. sites, and tracking indicators, Intercept literally puts you on the defensive. And the offensive.

Lakeside

We took the world's best-selling game and Electrified it.

New Electronic MasterMind.



Watch your sales light up. Because we'll be selling Electronic MasterMind on television. Then you'll be selling it to everyone who won't be able to resist a new way to play the world's most popular game: alone or with a partner.

Product, package and promotion: it all adds up to more profit and sales from Invicta.

So stock up. And get ready to cash in on Invicta's brightest new star: Electronic MasterMind.

Invicta

Invicta Plastics (USA) Ltd. 200 Fifth Avenue Suite 940 New York, New York 10010

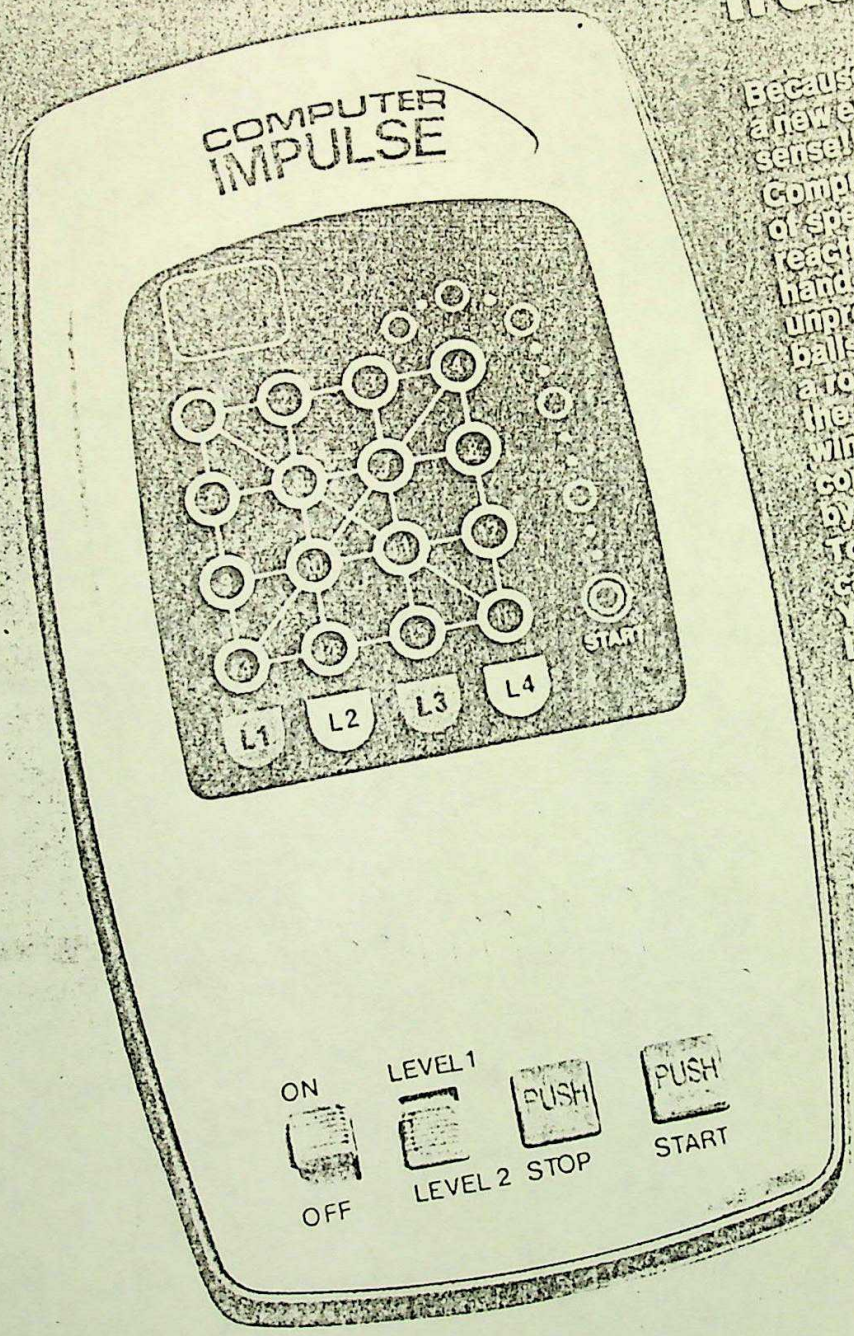
MasterMind* is a registered trademark of Invicta Plastics (USA) Ltd

COMPUTER IMPULSE

Trust Yours...

Because a good game plays fair, a new electronic game makes sense!

Computer IMPULSE is a game of speed and split second reaction. It challenges your hand-eye skills by freezing the unpredictable bouncing light balls to create lines of four in a row. You "guess" appear on the illuminated split down window and your score is computed and kept in memory by circuitry. This is to delight on the action. This is call Jack Miller at LJN Toys Ltd. New York 800-22 ... to see your LJN Model ... Fall/Winter Catalog ...



LJN Sales Force:

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Andy Greenstein
516-791-1649
Herbko
305-454-7771
Mary Hellerman Co.
212-894-8506

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714-272-6031
Sullivan, Conan & Assoc.
214-741-29...
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402-339-2314

LJN
N.Y.C., NY 10010

T, H+C SEPT. 1979
P. 2

F-57

Our Adult Games Are Rated "G"

The "G" stands for GREAT! Great fun, great quality and great value. The most complete line in the country, with prices from $1.90 to $3,000. Something for every price range, and all available for immediate delivery.

KINGSTONE INTERNATIONAL CORPORATION

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Suite 502	Trade Mart	Suite 1290	Overland Park, KS	#108	Suite 333	Merchandise Mart
(213) 622-3842	(214) 744-2693	Moneta Nelson	(913) 384-3594	(612) 835-4230	(206) 762-2640	Atlanta, Ga.
Al Romer	Tunky Hall		Bob Fischer	Dennis Johnson	Ken Heim & Dan Brady	404-688-2250
						Jim Erwin

P.182 PLAYTHINGS FEB. 1980

P.183

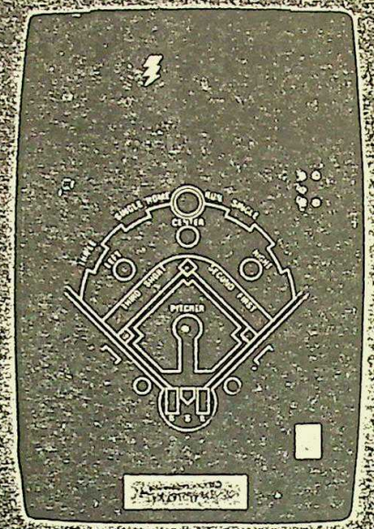
ELECTRONIC GAMES

This powerful new line-up of electronic games from Entex is going to take the industry by storm.

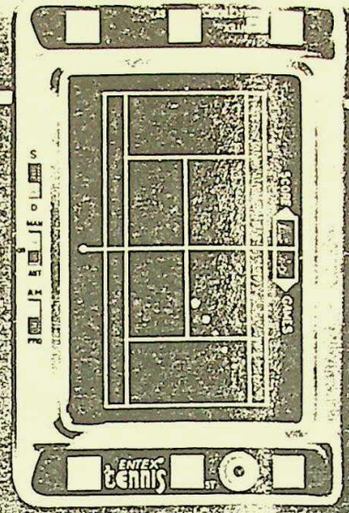
Every game is loaded with all the rock 'em, sock 'em color, excitement and full-field action of the real thing, including dramatic sound effects and brilliant LED readout displays.

We've got games of every major sport, games of chance, arcade games, musical games, and more. Each incorporates the latest state-of-the-art CMOS technology. And includes the most up-to-date features of any in the industry.

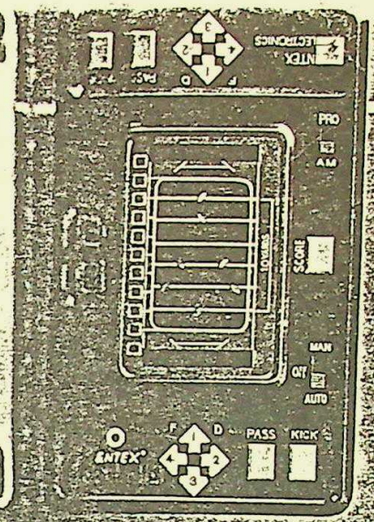
And remember, Entex will add plenty of network and spot TV ad support to make this the "Hot Line" for 1980.



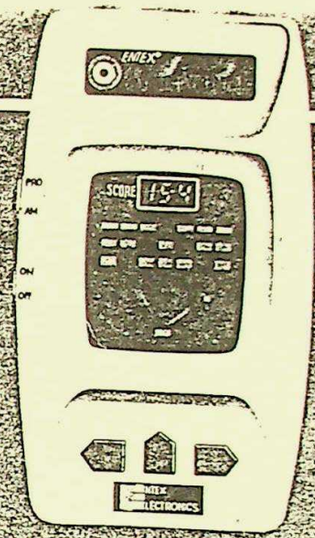
#68001 Electronic Baseball #1



#6013 Electronic Tennis

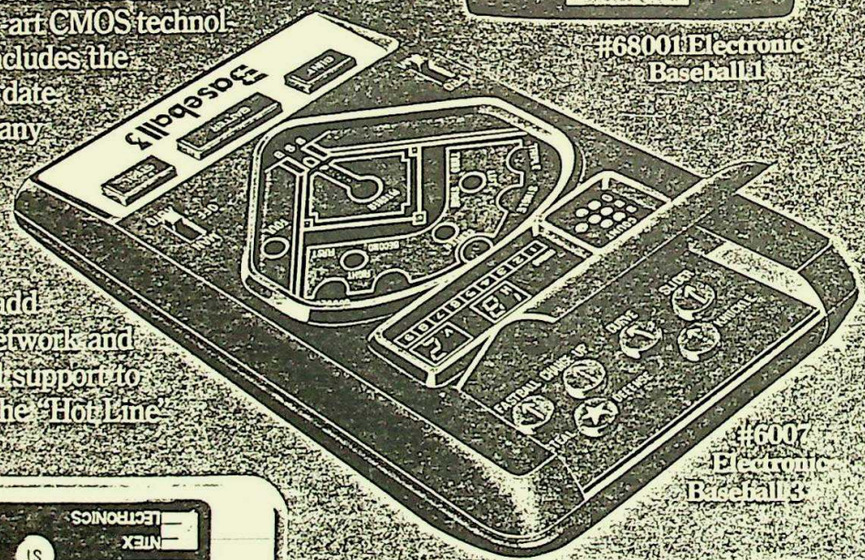


#6018 Electronic Football 3

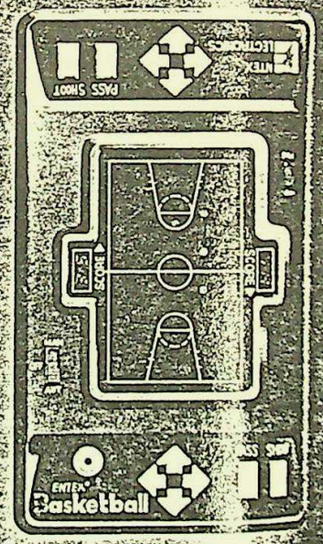


#6015 Electronic Baseball

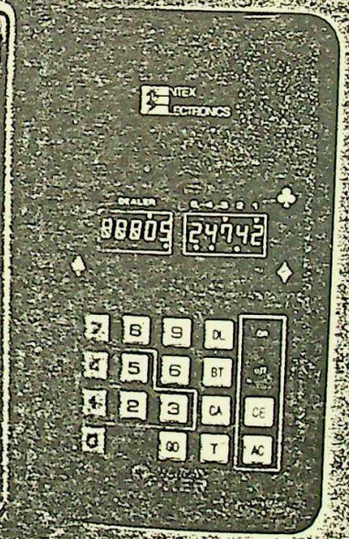
#6014 Electronic Miniature



#6007 Electronic Baseball 3

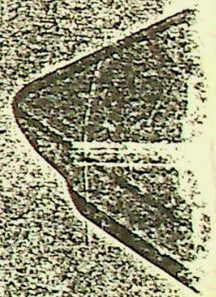


#6010 Electronic Basketball

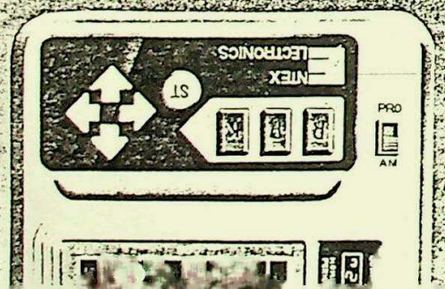


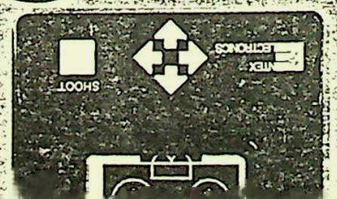
#6005 Electronic Poker

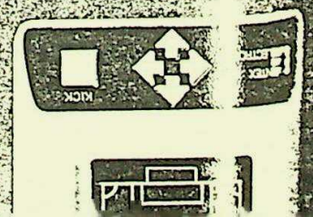
#6011 Electronic Raise the Devil Pinball



MAGIC MINI
A host of sophi
for ki

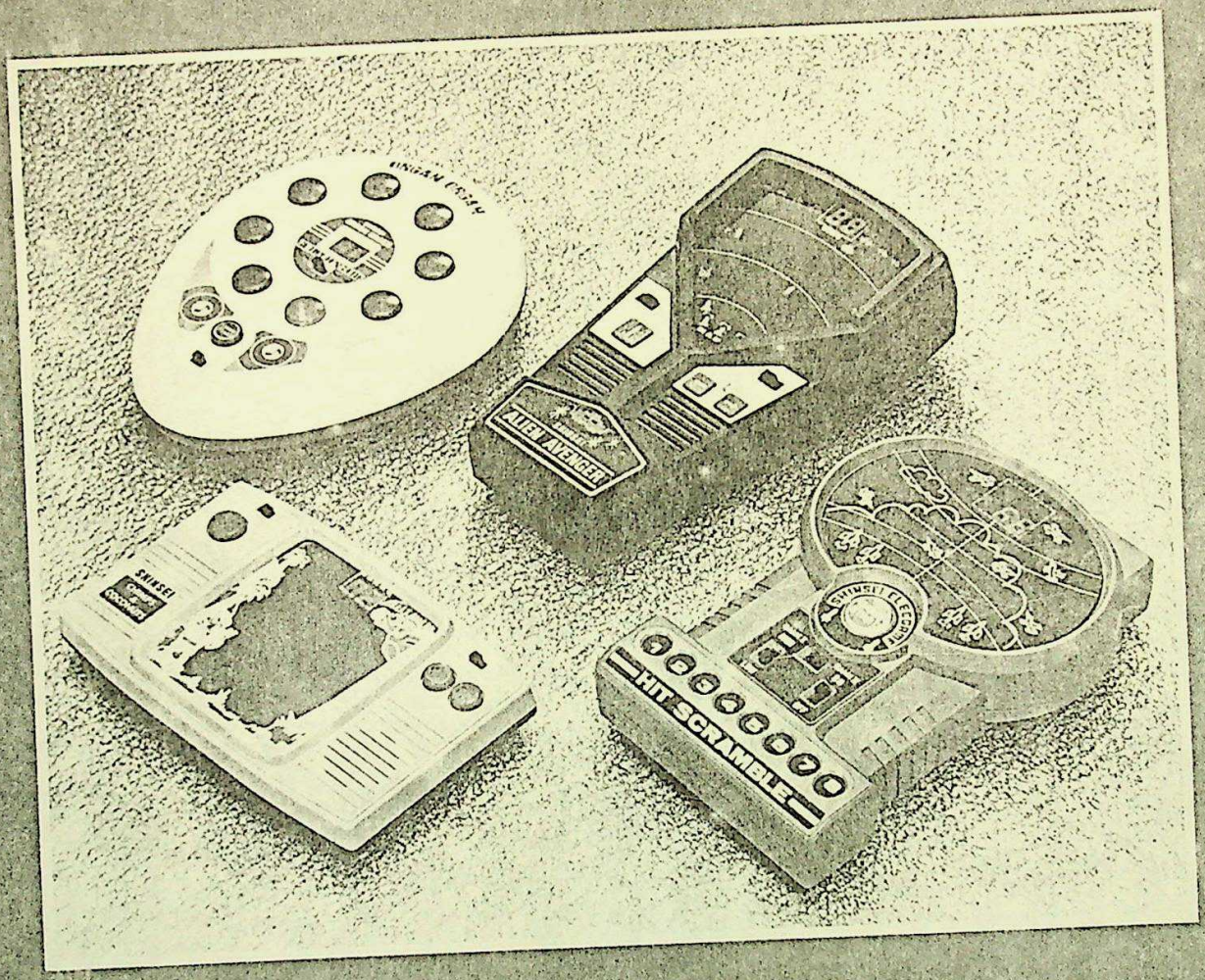






PLAYTHING 4/80

SHINSEI



The expertise and quality that you are use to in our Radio Control, can now be found in our Electronic Games.

General Electric has selected only our electronic games for participation in their battery recharger promotion.

P 8

Shinsei Corporation
[illegible] East 166th St., Cerritos, Calif. 90701

Varied marketing strategies key growth of ELECTRONICS

Game manufacturers turn to TV, print promotion as category is deluged with product

By Mark Sullivan

It started with a beep, shipping $21 million worth of merchandise in 1977. The usually staid toy industry began to take notice of this electronic upstart easing its way into the toy department. In 1978 toy people had no choice but to notice. Electronics accounted for $112 million in manufacturer shipments, an increase of more than 500 percent. The electronics explosion had hit the toy department.

If 1978 was the explosion, then 1979 represented the proliferation. Electronics shipped $375 million worth of goods at the manufacturer level and sold 38 million units at the retail level, ringing cash registers to the tune of $782 million.

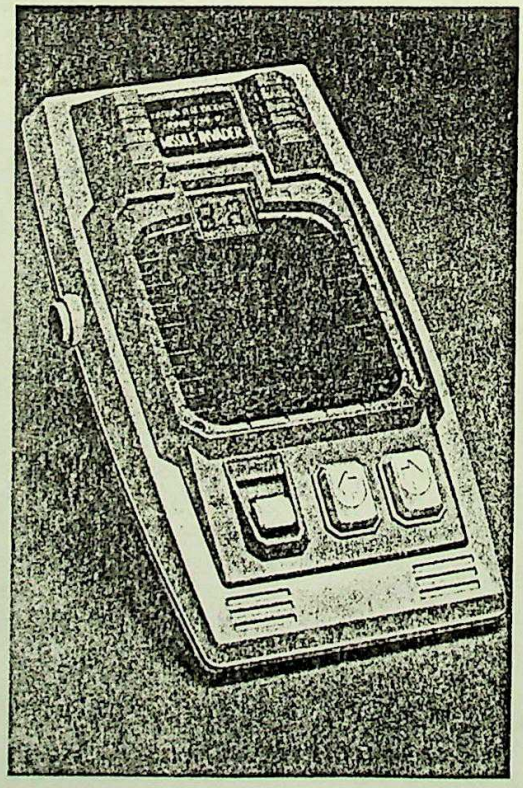
The beep that started it all had become a roar.

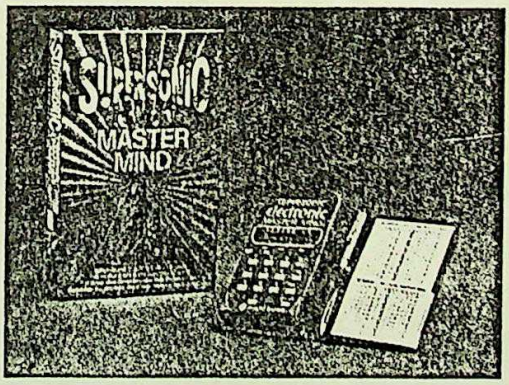
And in 1980, electronics shows no sign of letting up. Manufacturers have unveiled a dazzling array of new products: football games with half-time shows and victory songs, games that tell you when you're right and when you're wrong, even games that tell you to hurry up when you take too long between moves.

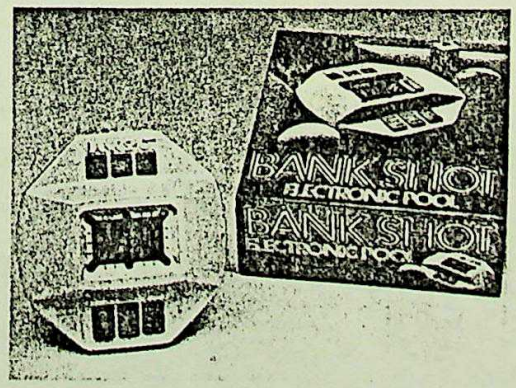
Out of an estimated 400 electronic items displayed at Toy Fair, nearly 300 were electronic games. Manufacturers who had previously never integrated a circuit were showing complete lines of electronic items. And buyers who thought 1979's explosion had made them veterans of the electronics war learned that it would not be easy to shop for electronics this year.

With the tremendous explosion of electronics has come the fallout as people at all levels of the industry try and get a handle (or at least a toehold) on the market.

One of the most significant developments to come out of the fallout is the increased emphasis on the marketing of electronic games. "Marketing is now as important as production," says George Ditomassi;







Far left, Bandai's Missile Invader is available in regular and "super" versions. Top right is Invicta's Supersonic Electronic Mastermind. The marketing of this game is aided by stellar packaging. Below right is Parker Brothers' Bank Shot electronic pool game.

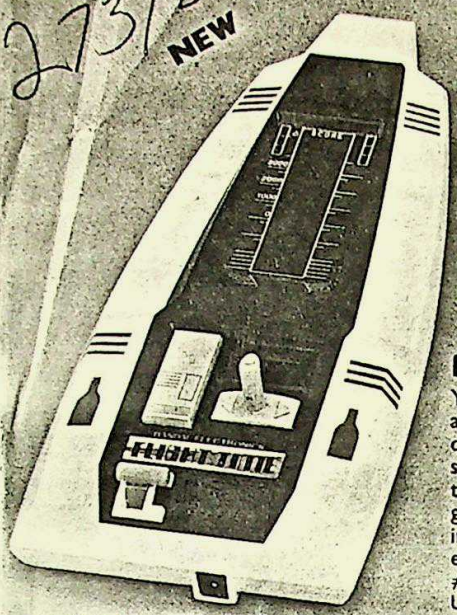
Fun for the Entire Family

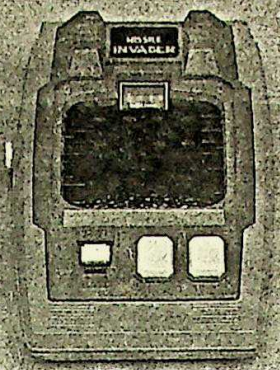
273/85G

Aug. 21, 1980

received in PTO

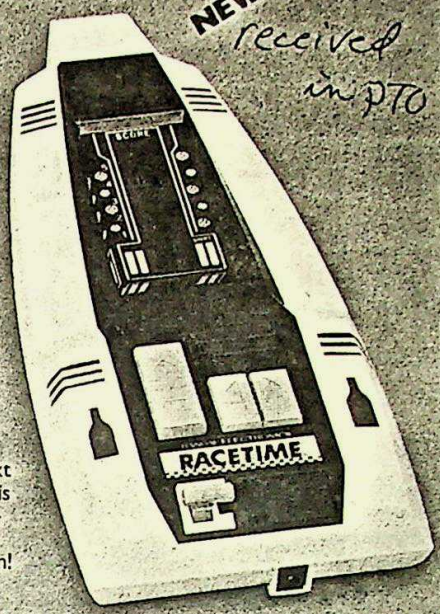
NEW





NEW

received in PTO



BANDAI Missile Invader

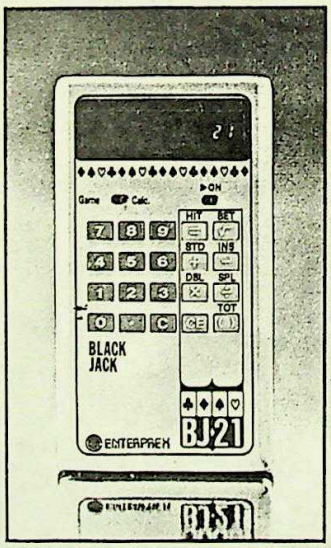
Your moon base is under attack! Missiles are coming at you from all directions! You dodge, evade, and return fire on the fearsome invaders. This time you've won—next time, who knows? Bandai's Missile Invader is great fun for kids and grownups alike; flashing lights and electronic sounds add to the excitement. You won't want to put it down! #BANINVD (3 lbs) **$24.95;**
Uses 9-volt battery #ER9VOLT (1 lb) $1.75 or #DS6908 Adapter (2 lbs) $6.95.

BANDAI Flightime

Imagine yourself as the pilot of a small plane. The sky around you is alive with other aircraft—crisscrossing and zigzagging through your airspace. You must guide your plane safely through the crowded airlanes. The craftier you are, the more points you can total; if you hit another plane, points are deducted. Flightime is a challenging test of your evasive skills, the risks increasing as the game progresses. Excellent for ages 7 and up.
#BAN8008 (3 lbs) **$34.95;**
Requires 4 #ERAA Batteries (2/pkg; 1 lb/pkg) $1.75/pkg.

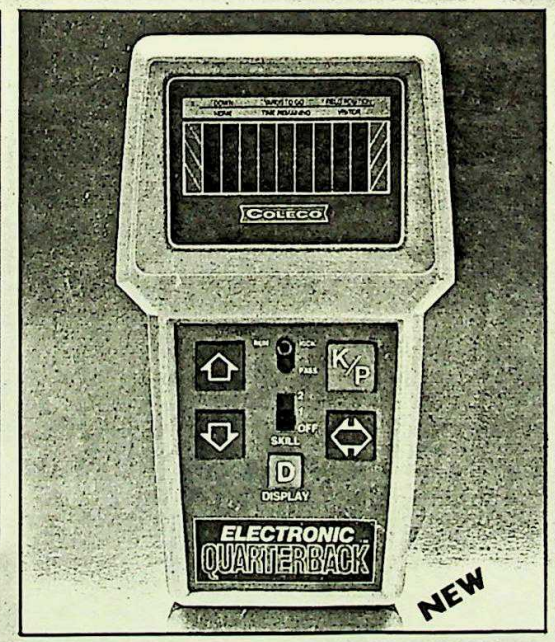
BANDAI Racetime

Road-racing demands split-second timing and total concentration–do you have what it takes? The Racetime electronic game offers a chance to prove it. The giant-size screen provides genuine road-racing thrills, right in the palm of your hand! "Real image" racers weave in and out in a challenging traffic pattern as you, the driver, attempt to maneuver your way through. If you crash, back you go to the starting point! The goal: drive as many miles as you can in the allotted time span. For ages 8 and up. #BAN8007 (3 lbs) **$34.95;**
Requires 4 #ERAA Batteries (2/pkg; 1 lb/pkg) $1.75/pkg.



Portable Blackjack

Comes in handsome wallet case. Includes 12-digit display, 10-digit junior slide rule calculator, parenthesis, simultaneous dealer/player display, automatic display of deck shuffle and accounting for bet, black jack, win, loss, split, insurance and double. Follows regular casino rules.
#ENBJ21 (3 lbs) **$24.95;**
Uses 3 "AAA" batteries #ERAAA 2/pkg (1 lb/pkg) $1.75/pkg.

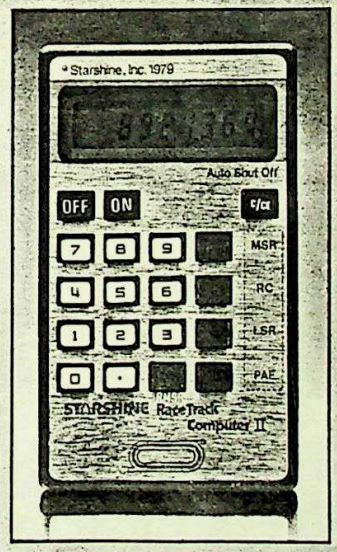


NEW

COLECO Electronic Quarterback

Computer Football in Your Hand

All the excitement of a real football game, contained in one hand-held unit. The computer controls the defense; you control the offense. Open holes in the defense with your blockers; set up a fast pass-play with your downfield receiver. Blocking, passing, running and kicking options are yours to command. Game even includes sound effects: referee whistles, and a victory song that's played when a touchdown is scored! Two levels of skill (semi-pro and pro); LED displays of time, score, downs, yards-to-go and field position. #COL2020 (3 lbs) **$34.95;** Requires #ER9VOLT Battery (1 lb) $1.75 or #DS6908 9-volt adapter (2 lbs) $6.95.



RaceTrack Computer II NEW

This exciting new calculator provides accurate ratings based on past performance data, then identifies and projects the real contenders. No handicapping knowledge required—RaceTrack Computer II figures performance rating instantly, even adjusts for varying track lengths. The horses with the highest ratings are most likely to win. Comes with handsome carrying case.
#RACE2 (3 lbs) **$29.95.**

United States Patent [19]
Trujillo

[11] 4,225,924
[45] Sep. 30, 1980

[54] MANUAL-ENTRY SEMI-AUTOMATIC ELECTRONIC BOWLING SCORER

[76] Inventor: Vito A. Trujillo, 2940 Braun Ct., Golden, Colo. 80401

[21] Appl. No.: 937,999

[22] Filed: Aug. 30, 1978

[51] Int. Cl.² A63D 5/04; G06F 15/44
[52] U.S. Cl. ..... 364/411; 273/54 C
[58] Field of Search ..... 364/411; 273/54 C; 340/323 B

[56] References Cited

U.S. PATENT DOCUMENTS

Re. 28,503	8/1975	Townsend et al.	273/54 C
3,375,352	3/1968	House et al	364/411
3,550,939	12/1970	Walker	364/411 X
3,858,198	12/1974	Ross	273/54 C X
4,092,727	5/1978	Warner	340/323 B X

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Mason, "Automatic Score Keeper for Bowling" *IBM Tech. Disclosure Bulletin*, vol. 19 No. 5, Oct. '76, pp. 1556–1557.

Primary Examiner—David H. Malzahn

[57] ABSTRACT

Disclosed herein is a manual-entry electronic bowling scorer utilizing keyboard console. The console has a minimum number of data entry keys for supplying scoring data to a pair of individual CRT scoring displays, associated with a pair of adjacent lanes, and includes CRT instruction displays for indicating the desired sequence of data entry to be made through the keyboard. The video generation circuits for the scoring displays include separate border and character memories enabling a wide variety of scoring formats to be entered on such displays, and a single display control module controls the pair of scoring displays and the instruction displays by the use of two-port memories in the video generation circuits.

33 Claims, 112 Drawing Figures

no trajectory
or bad [illegible]

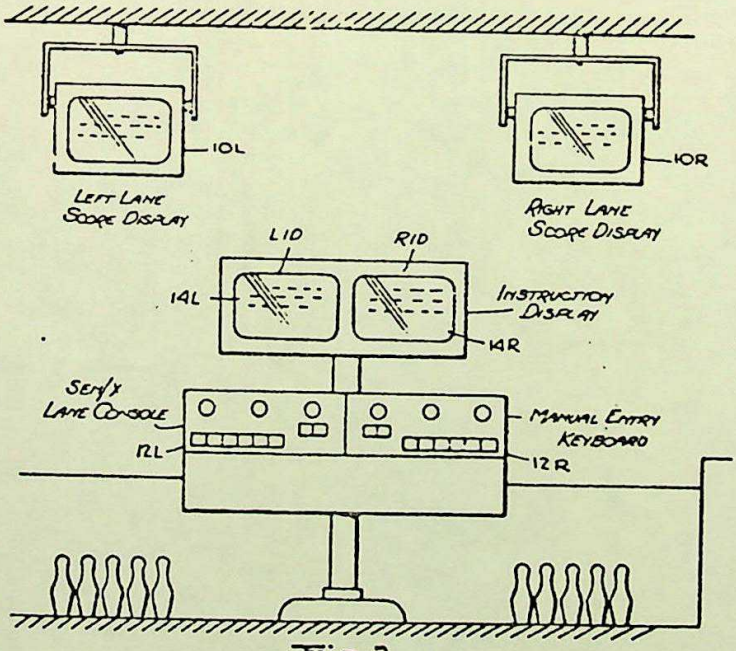
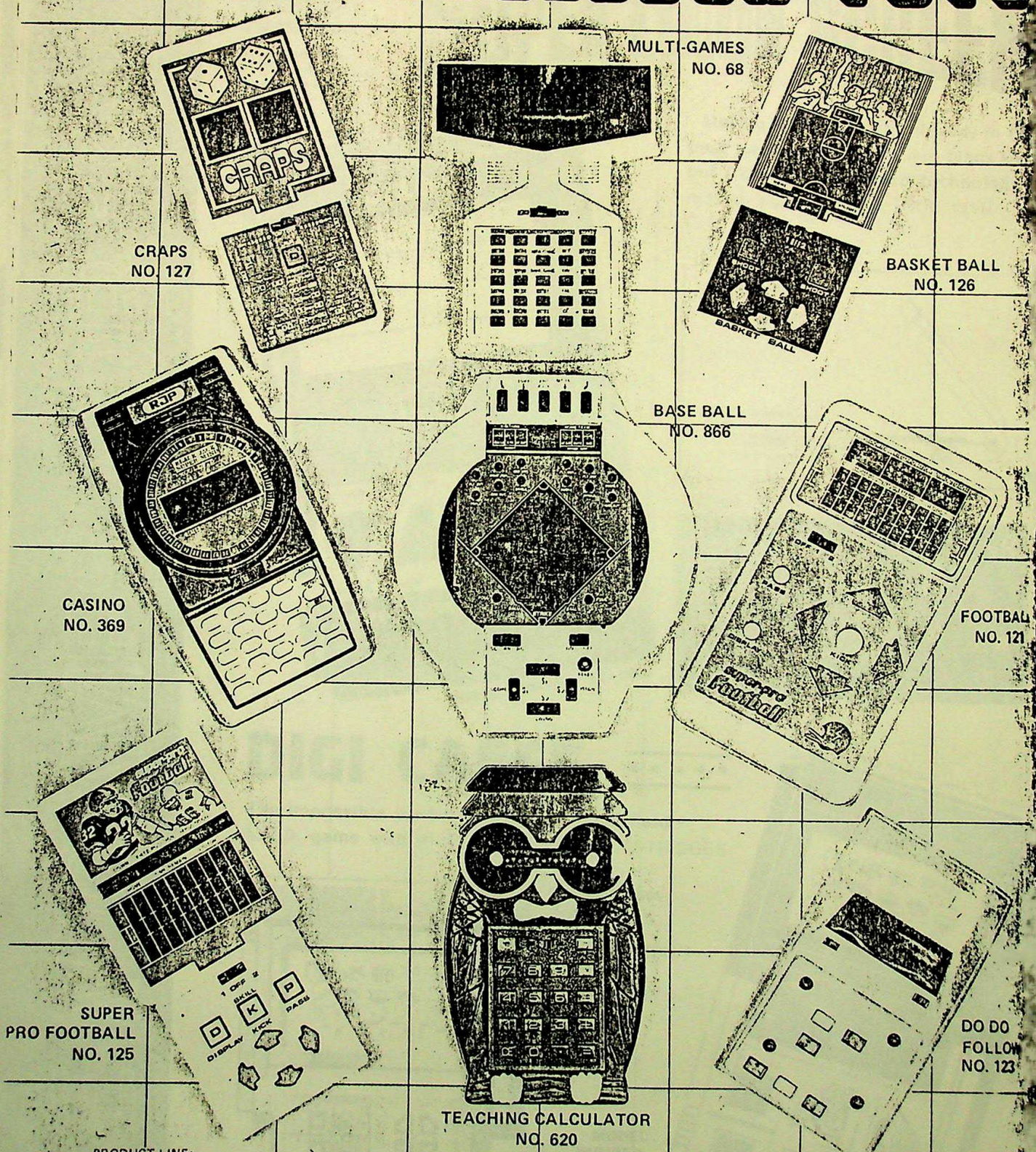


Fig. 2.

HONG KONG ENTERPRISE 121

MICROPROCESSOR TOYS



PRODUCT LINE:

MICROPROCESSOR ITEM	MICROPROCESSOR ITEM	CALCULATOR	CALCULATOR	RADIO CONTROL CAR	PREMIUM ITEM
SUPERMIND	PIANO	EDUCATION	LED	MERCEDES BENZ 450	SELF GENERATED TORCH
FOOTBALL	BASEBALL	OWL	DIGITRON	MERCEDES BENZ 111	DIARY BOOK CALCULATOR
BASKETBALL	CRAPS	PENCIL BOX	LCD	ALFA ROMEO	KEY CHAIN WATCH
	SHOOTING GAME	WRIST WATCH	MINI CARD		
		PUPPY			

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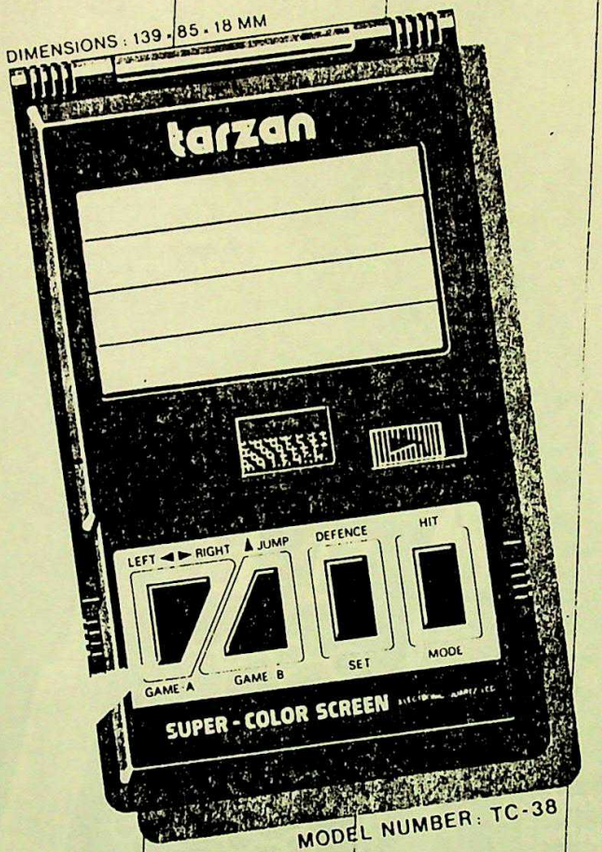
DIGITAL
ELECTRONIC
QUARTZ LCD

★ ★ ★ ★ ★

HONG KONG ENTERPRISE, FEB.
P. 92

SUPER COLOR SCREEN

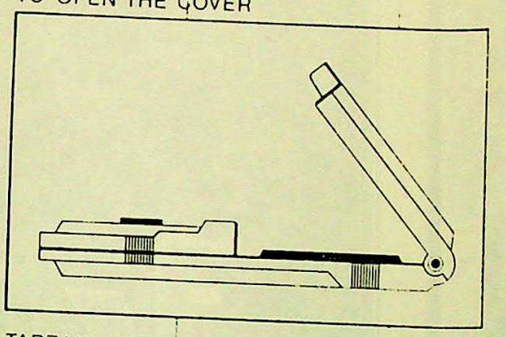
DIMENSIONS : 139 . 85 . 18 MM



MODEL NUMBER : TC-38

Moving figures on the display in the past have been a simple dull black look but NOW with advanced technology - moving figures are in TRUE VIVID — CO OR

TO OPEN THE COVER



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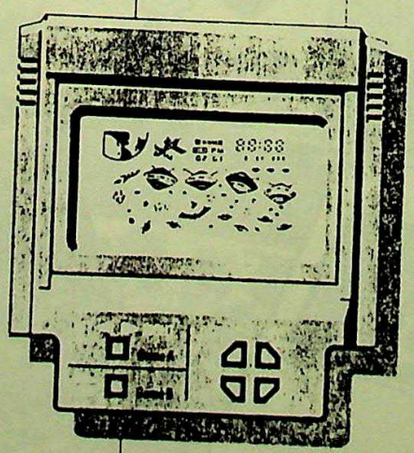

Ten cartridges available.

Each model colors available :

■ red ■ blue

DIMENSIONS : 102 . 66 . 19 MM

MODEL NUMBER TC-40

Ballanda Limited
(ELECTRONIC MANUFACTURER)

30 - 34, KWAI WING ROAD, F M L BUILDING
1ST/F, & 3RD/F, KWAI CHUNG, N T HONG KONG
TELEX 53909 BALDA HX TEL 0 264221 4(4 lines)

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103-4

①Solomon–104 Electronic Game

- Four exciting games:
  1. Detective (Master Mind Type)
  2. Memory Challange (Simon Type)
  3. Music Companion (Organ/Music Maker)
  4. Mystery Path (Chance & Memory)
- Exciting playing field with 16 LED Matrix & 2 Digit Score
- D.C. 9V
- 190 x 115 x 50 mm

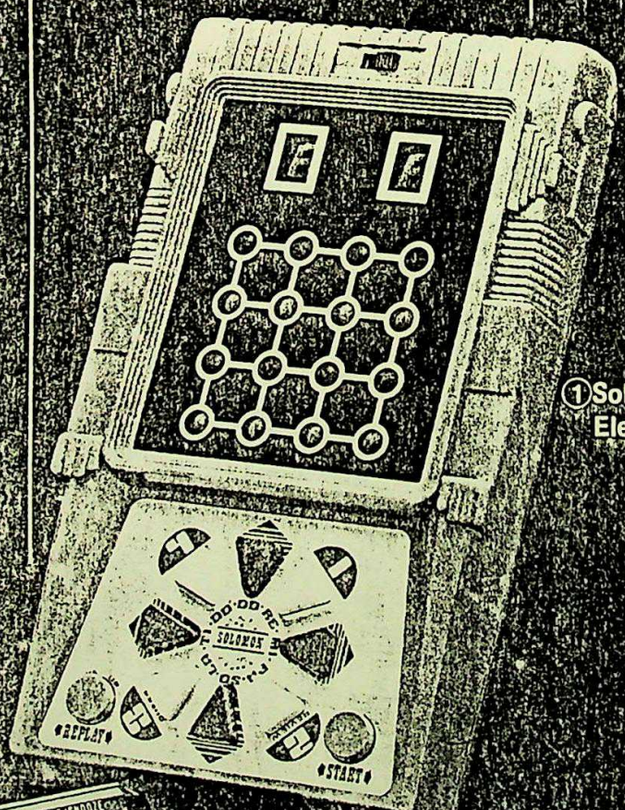
②TC–1000 LCD Alarm Clock

- Large Display
- Loud Alarm Sound
- Back-light
- Adjustable Viewing Angle
- Operated with 'AAA' Size Batteries

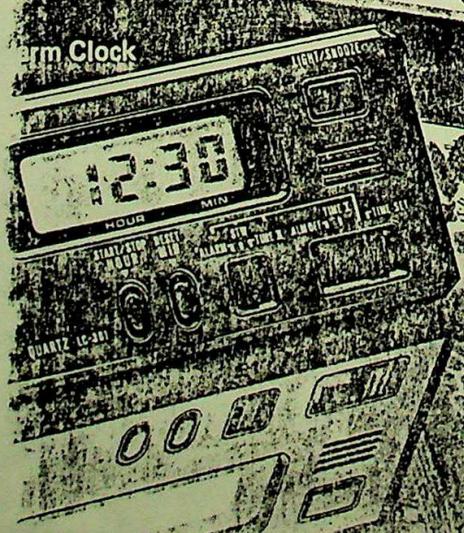
③LC–301 Traveller Alarm Clock

- Large LCD Display with Back-light
- 24 hr. or 12 hr. with AM/PM indicator
- Alternative Timer can be used as an Alarm Timer, Dual Time or a Stop-Watch
- Four minutes alarm with snooze function
- Powered by one Button-Cell 1.5V
- 103 x 50 x 8 mm
- Comes with Various Panel finish in Gold, Black, Chrome or Lacquer

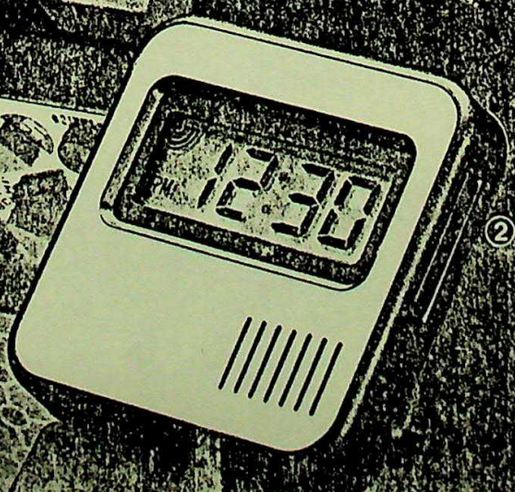
HONG KONG
ENTERPRISE



①Solomon–104
Electronic Game



arm Clock



②TC–1000
LCD Alarm Clock

Target

Playmobil's racing line has Schaper in the driver's seat

MINNEAPOLIS, MINN. — New themes and complementary vehicles enhance Schaper's 1981 Playmobil Toy System line.

The Playmobil Racers, to be introduced at this year's Toy Fair, feature accessories and vehicles with 3-inch, fully articulated figures. Racer sets will be available in three sizes.

Snow sports enthusiasts will enjoy the Winter Sports theme. Five miniature people come equipped with skis, sleds, skates, and ice hockey sticks.

A line of Stomper SSC Super Cycles, miniature stunt cycles that race along tracks, will also be unveiled.

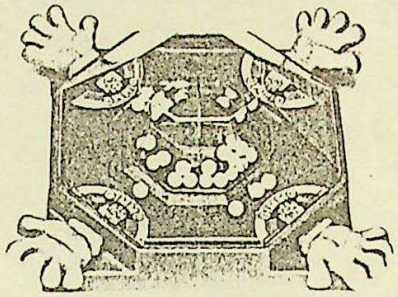
The cycles run on a fly-wheel mechanism that can be changed either by battery power pack launcher or manual pull starter.

Among the new games from Schaper are Gimme Five, Entrapment, Roadrunner Dodgem, Pick-Up Chips, Profit Protector, Don't Cook Your Goose, Sombrero, and Casper.

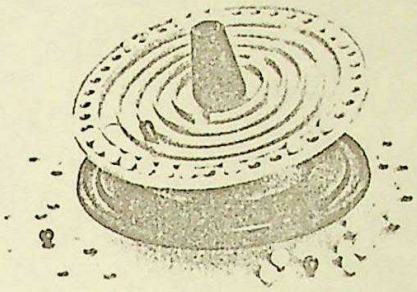
An expanded line of miniature four-wheel drive vehicles can be expected. The Stomper 4 × 4 line features improved sealed unit chassis design, interchangeable indoor/outdoor tires, and a better selection of models.

Five new models will be highlighted: Toyota Four-Wheel Drive SR5 Long Bed Sport Truck, Datsun Li'l Hustler, Jeep Renegade, Subaru Brat, and Chevy Luv. Each model is offered in two colors with detailing for collectors.

(Circle No. 660 on Reader Inquiry Card)



Gimme Five



Sombrero

Cox hits the runway with speedy planes

MINNEAPOLIS, MINN. — Cox/Leisure Dynamics introduces seven products in control line and radio control aircraft categories.

Wild Wings offers two new versions in 1981, the Delta F-15 and the Red Wing Racer. These planes are styled to appeal to the young first-time flyer.

The PT-19 Trainer, the most popular U-control plane built, has been restyled and repackaged.

Other planes in the line are the P51 Invasion Mustang, the Sopwith Camel, the Red Baron Air Racer, and the Piper Dakota.

Cox also offers The Shrike, a rear engine propeller-driven car both in free running and radio control versions. It twists, turns, and bounces, but keeps on going.

(Circle No. 661 on Reader Inquiry Card)

Coleco punches hard on Electronic Boxing

HARTFORD, CT. — Coleco is inviting boxing fans into the ring with Electronic Boxing, the newest addition to its Head to Head line of electronic sports games.

Like other Coleco Head to Head games, Electronic Boxing allows two players to compete with each other or a single player to compete against the computer.

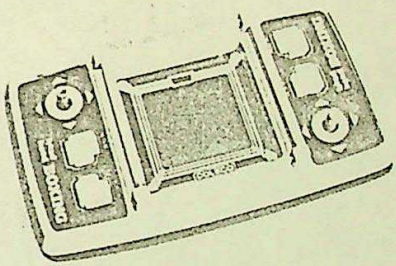
Up to four players can match wits with Quiz-Wiz Challenger, a competitive question-and-answer game. It begins with the Quiz Wiz electronic question-and-answer format and adds the excitement of direct competition.

The total control of real bowling is available with Bowlatronic, an electronic sports game. With Bowlatronic's advanced features, players can control the ball's direction, its curve, its speed, and the time of its release.

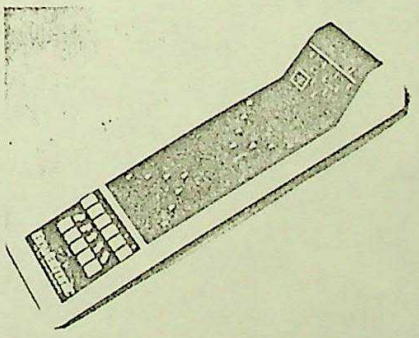
Magic Touch, an addition to Coleco's Play 'N Learn line of teaching toys, combines education with the magic of electronics to offer children over 200 matching activities.

It is man against mosquito in Swat Swat The Mosquito. Designed for one to four players, the game tests its players' reflexes as mosquitoes swoop, dive, and land at random on one of the playing stations. Four plastic swatters are provided.

(Circle No. 667 on Reader Inquiry Card)



Electronic Boxing



Bowlatronic

273-DIG.28 7-81

'A telephone connection feature of the Interrogator is one of special interest to arcade chains that require central reporting of collections.'

"PLAYMETER"; p. 43

the optical readout of the totalizer in the game. The Interrogator prints two receipts: one for the location and one for the operator. The collector then returns with all of the coins, and the operator sends the location a check for his share of the collection. The receipt even includes the machine's serial number (or property ID number), and the date and time of the collection.

Also shown was a system that allowed a telephone connection from an Interrogator box that does not display any information, inputting to a computer at another location. This feature is of special interest to arcade chains that require central reporting of collections, as it can eliminate tiresome and error-prone loading of collection information from hand-written sheets of paper to the bookkeeping computer

Kurz Kasch

Kurz Kasch made a strong showing with its logic probes and Signature Analysis system. In fact, many operators attended the four-part Signature Analysis seminar presented by Kurz Kasch's Jim Sneed at the AOE.

For those of you who are unfamiliar with Signature Analysis, it is a process that condenses lengthy "bit streams" into a readout of combinations of numbers and letters. By comparing the signature of the bad board to a known good system, logical deductions can be made about the failure, and the defective integrated circuit can be pinpointed.

The Kurz Kasch logic probes have been somewhat of a standard in our industry since around 1976 if I'm not mistaken. The current stable of probes reflects the advancing technology that is so representative of today's electonics industry. The 700 Series probes are fully useable to 100 megahertz, and the LP-450 is useable to 50 megahertz. Kurz Kasch also has a pulser probe, the HL-480 Universal pulser probe.

Artic International

Switched regulator power supplies were shown by Artic International. The switched regulators supplies come in a variety of voltages and currents as outputs. The supplies are extremely light because they do not require the use of a power transformer. (A complete description of switching regulator power supplies is in the works as a Technical Topics feature in the coming months.) Also shown were four- and eight-way joystick controls, and color monitors. Although they were primarily shown for the benefit of small game manufacturers, in that Artic was showing manufacturing sub-assemblies, the parts can be purchased by operators looking for replacement parts for their imported games as well.

Of special interest to operators was the Artic International *Galaxian* Speed-up Kit". This kit consists of a new ROM package that plugs into the sockets where the existing program ROMS are now. The new program speeds up the play and increases the number of attacking ships.

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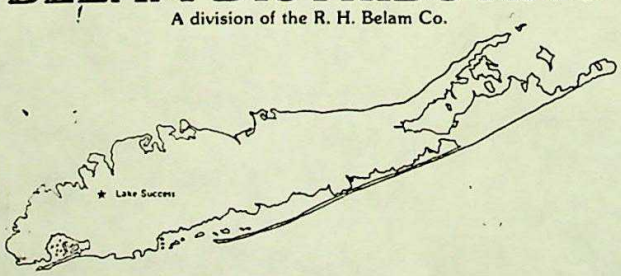

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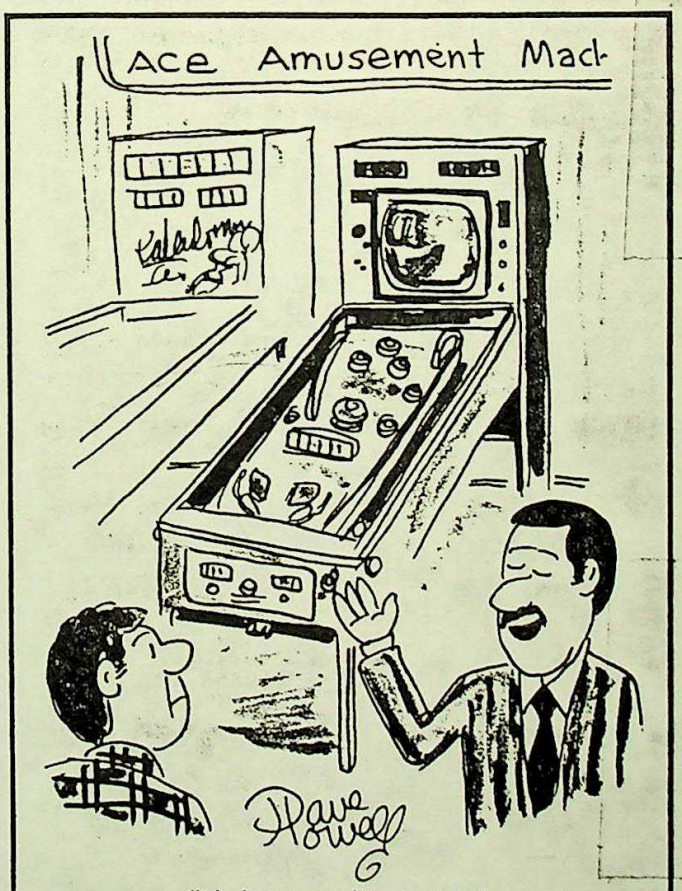
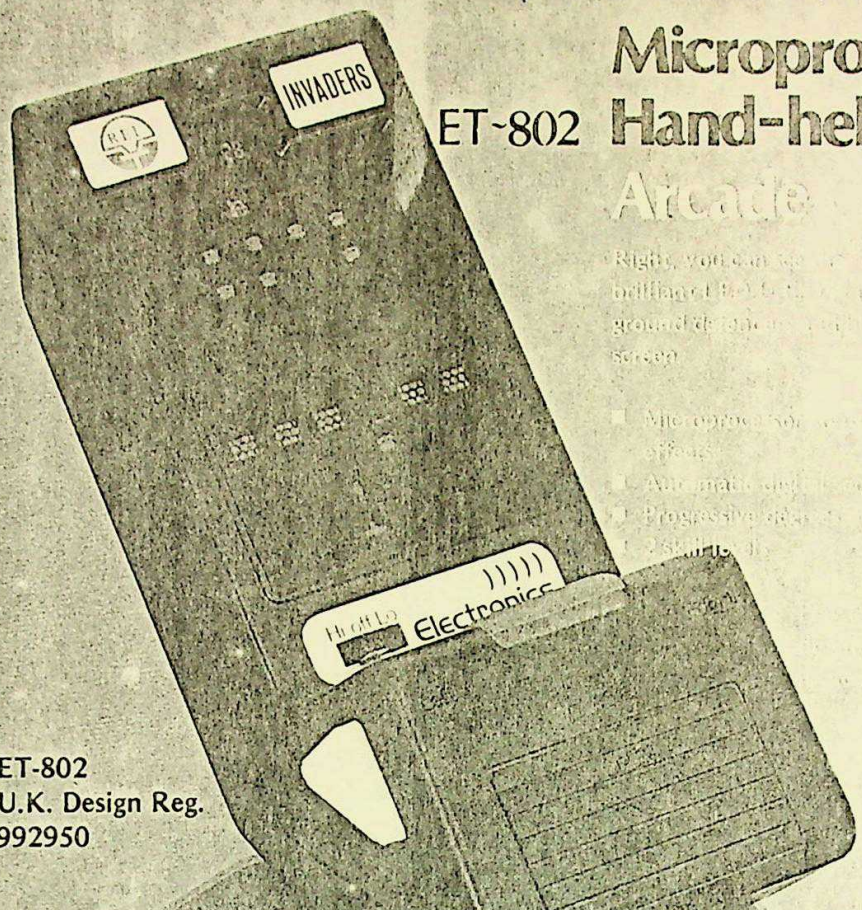


"It's the newest thing in pinball— It flashes an instant-replay on that TV screen

HONG KONG ENTERPRISE 8/81

Microprocessor Hand-held

ET-802



ET-802
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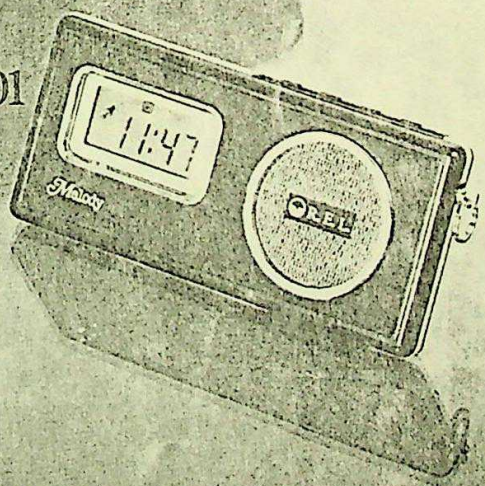
992950

Exclusive Melody Pocket Clock

EC-801



Four melodies all in one clock: Blue Bell of Scotland, Oh My Darling Clementine, German Dancing Song and Viva España.

- Exclusive large customer design display
- 12/24 hour option
- 24 hours melody alarm
- 12 hour melody count-down timer.

P.56

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Tel.: 3-890386-8 Tlx.: 37738 RAMTX HX Cable: RAMTXCABLE

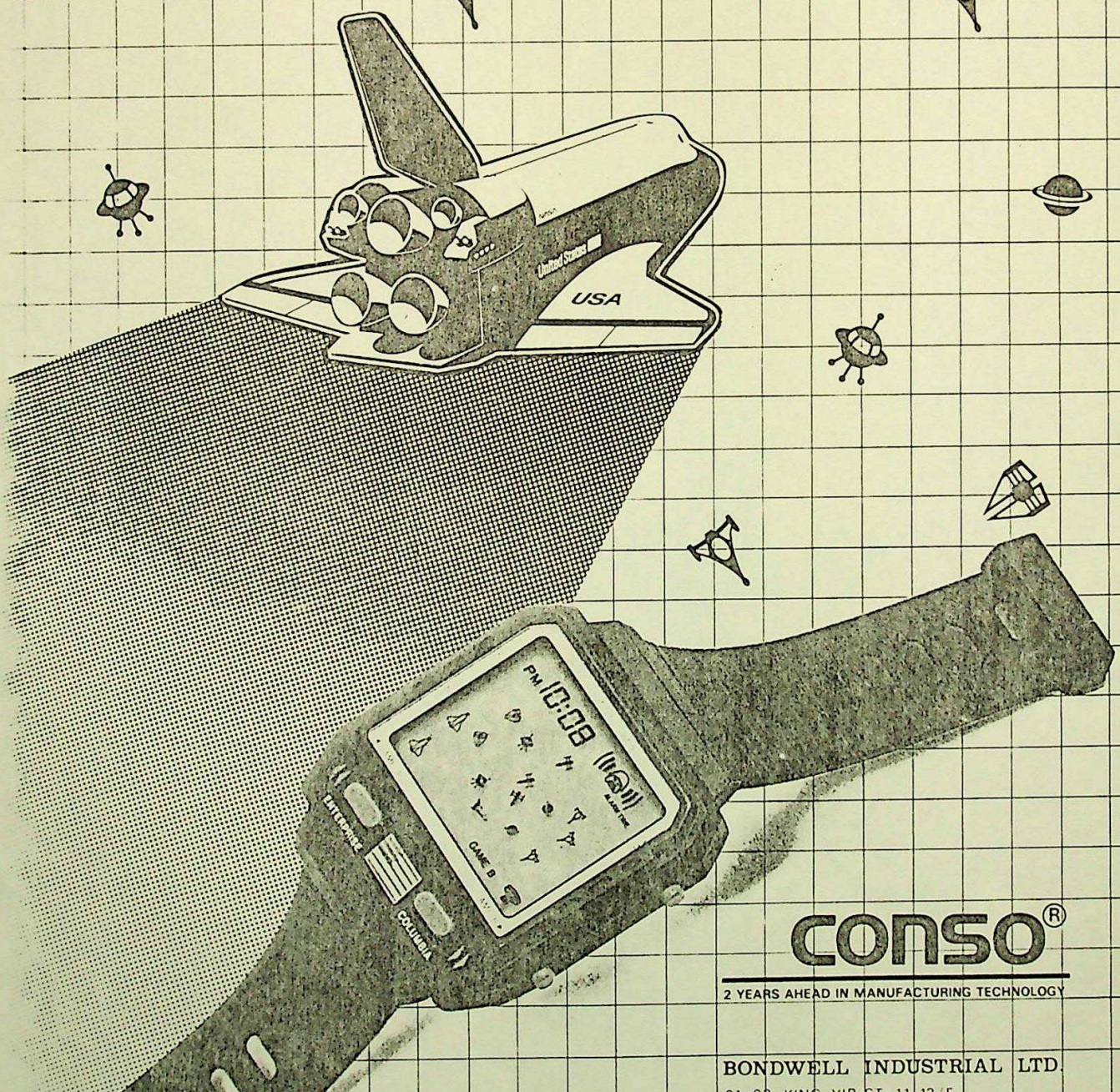
HONG KONG ENTERPRISE 8/81

p.127

Millions of Space Shuttles are waiting for your instructions to take-off .... and touch down

SPACE SHUTTLE GAME

with simulated sound effect as well as standard time keeping & alarm function



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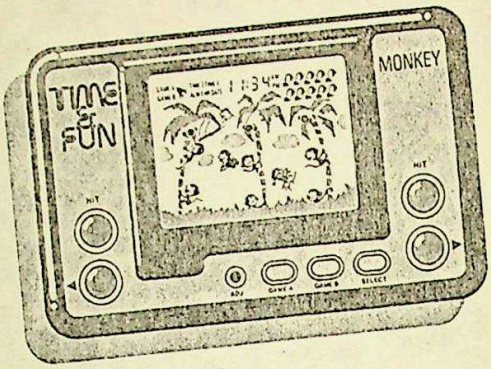
HONG KONG ENTERPRISE 11/81

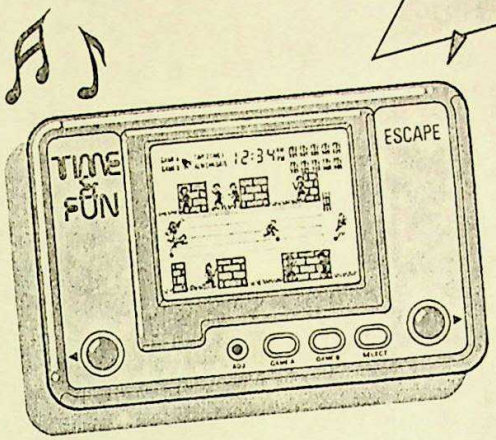
© TIME & FUN

P.23

NEW

Monkey
80-0171





Escape
80-0172

Banana
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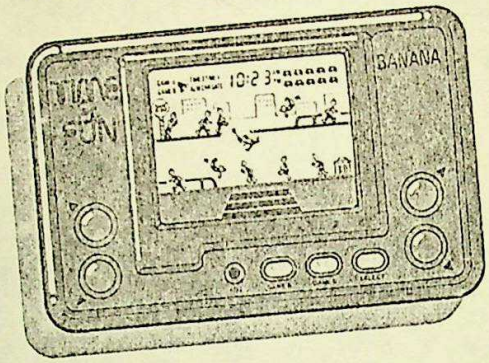

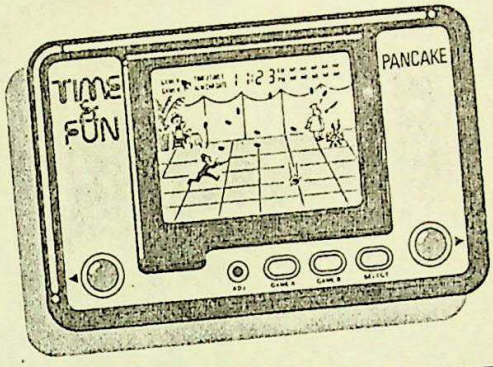

Pancake
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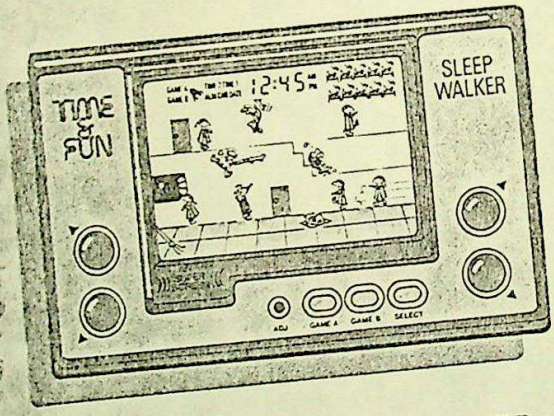
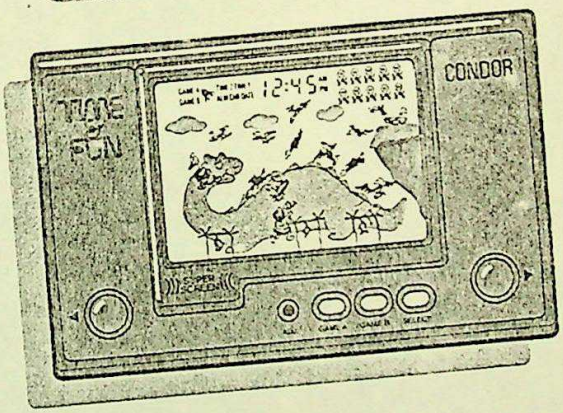
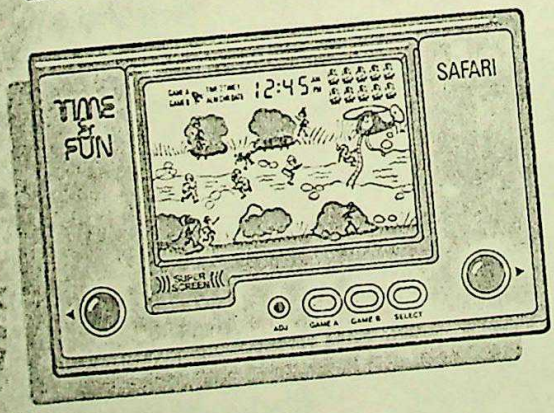
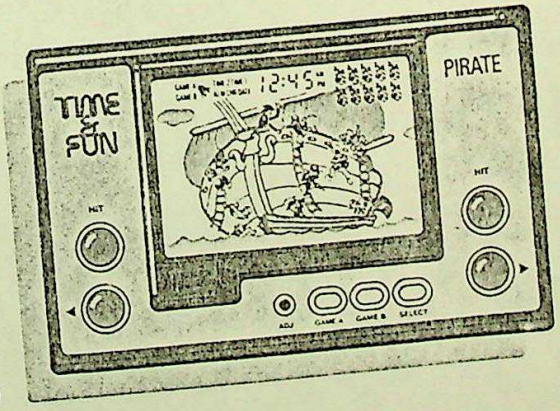




))) SUPER SCREEN (((
Condor
80-0179





))) SUPER SCREEN (((
Pirate
80-0178

...contains an exciting game with 2 skill levels
...graphic display
...month, date
...body alarm
...chrono

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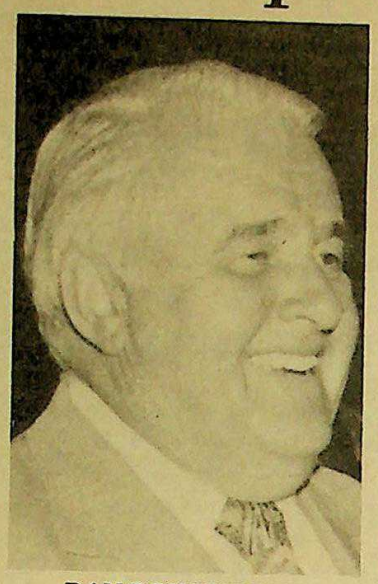
Zenith VP of Sales Fisher Gets Added Responsibilities

WALTER C. FISHER



DAN DOUGHERTY

CHICAGO — Walter C. Fisher, executive vice president of sales and marketing for Zenith Sales Corp. has been given additional responsibilities at the corporate staff level for nonconsumer products for Zenith Radio Corp.

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9,200 More Layoffs at GE

LOUISVILLE — The General Electric Co. plans temporary layoffs over the next few weeks affecting 9,200 employees at the appliance division here.

GE will layoff 1,800 employees on its range line for three weeks beginning March 8; 5,400 workers on its dishwasher and refrigerator lines for two weeks beginning March 15; and 2,000 employees in the laundry division for one week beginning March 22.

GE had previously announced an indefinite layoff of 1,700 workers at Appliance Park, effective Feb. 8.

Last November the company dropped 900 employees in its appliance division, followed by temporary shutdowns of its various appliance lines of two to four weeks during December.

Atari, Coleco Centuri in Tilt Over Rights to Video Games

NEW YORK — A dispute has arisen among Atari, Coleco and Centuri over home rights to current and future video games owned by Centuri, a manufacturer of coin-operated video games.

At a press conference held here Thursday, Atari president Michael Moone announced that his firm had signed an exclusive four-year contract with Centuri for all product categories with the excep-

ulated that a legal contract be drawn up between Coleco and Centuri within three weeks. Altman could not be reached for comment.

Greenberg, after learning of the Atari announcement, said he contacted Altman, who "shamefacedly" confirmed that a contract had been signed between his firm and Atari on Feb. 18.

Greenberg says his firm is
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Lisa Braden

Return to MF

Make
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ly summer, and will include games not presently available for Mattel's Intellivision system. Pricing for the new cartridges was not announced.

RCA Projection TV Gets Sales Promotion

NEW YORK — RCA Corp. has reportedly placed a $200 sales promotion allowance on its projection television system.

RCA Corp. officials at Indianapolis headquarters confirmed that a sales promotion allowance had been placed on the product but declined comment on the amount.

1982 SUPER STARS: MARCIA COMPANY'S NEW PERSONAL VIDEO GAMES

PERSONAL PALM-SIZE VIDEO GAMES ARE TO HOME VIDEO GAMES WHAT "WALKMAN" IS TO STEREO CASSETTE DECKS.

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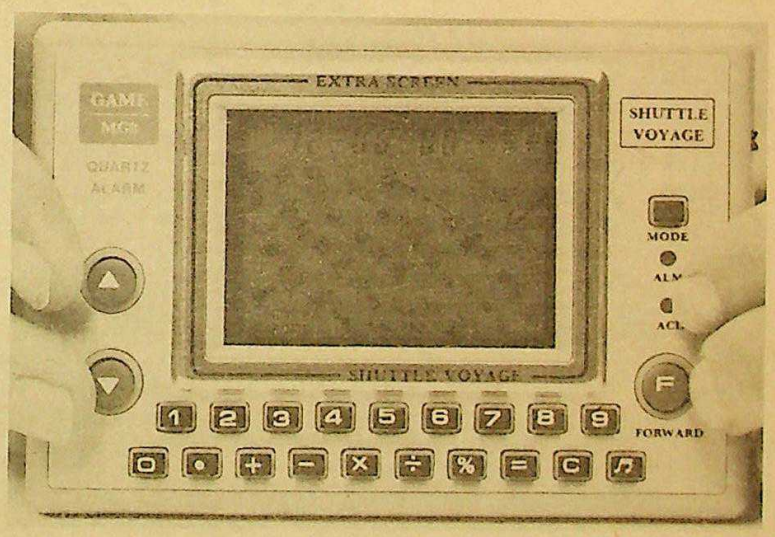

PLAYWATCH
Playwatch – An exciting computerized video game featuring: clock, alarm, blackjack, fortune teller, one chance poker, and chimes on the hour.
Dimensons: 4-⅝" X 2-½"
Power Source: 3.OV DC 2X 1.5V Button Cells.

SHUTTLE VOYAGE
Shuttle Voyage – Featuring: clock, alarm, calculator, 2 skill levels for game functions and simulated sound effects. The object of the game is to land the shuttle on the planet while avoiding space invaders that are attacking from above and below.
Dimensions: 4-¼" X 2-⅞"
Power Source: 3.OV DC 2X 1.5V Button Cells.

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How can you display all the types, styles, configurations and product features your customers want in a range, yet maintain your profit-per-square foot?

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For example, our Self-Cleaning Model RJE3750, Continuous-Cleaning Model RJE3365 and Standard Cleaning Model RJE3165 are identically featured except for the oven cleaning mode. Display just one and effectively sell all three.

All three have the quality cooking and cleanability features which give Whirlpool ranges the value your customers are looking for.

Triple-tagging. We think it makes sense.

For more innovative merchandising ideas, call your Whirlpool distributor today.

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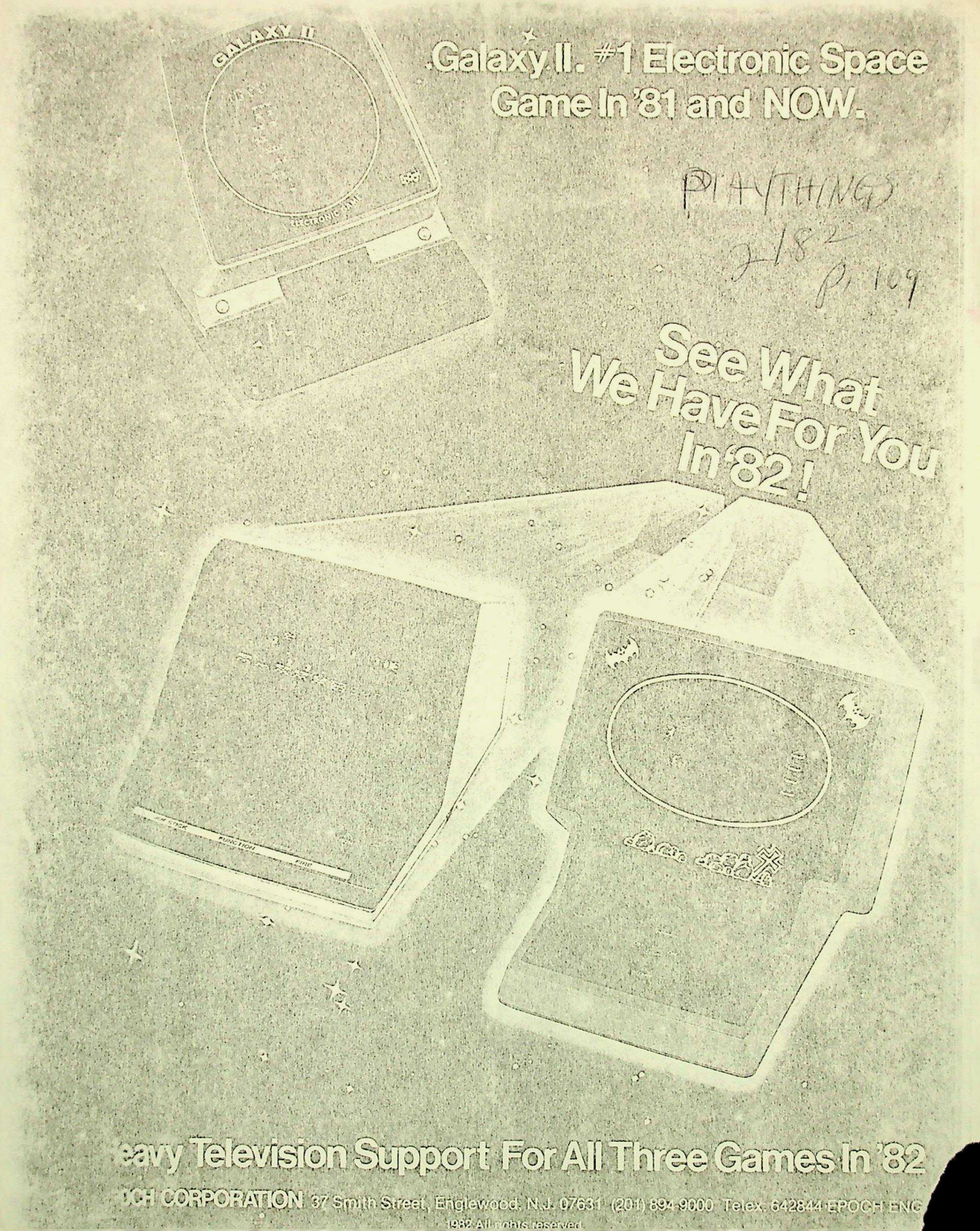
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Electronic circuit

The arcade experience is General Consumer Electronics' goal

SANTA MONICA, CA. — General Consumer Electronics' Vectrex Arcade System is a fully self-contained unit with its own screen. Since the unit can be played anywhere, Vectrex owners need not compete with other family members for time on the TV set.

Vectrex includes the following features: eight-bit microprocessor, Executive ROM (64K) that incorporates a game and the realistic sounds and effects used in all games, special visual effects, screen overlays, built-in sound system, and control panel with four action buttons and a 360 degree self-centering joystick.

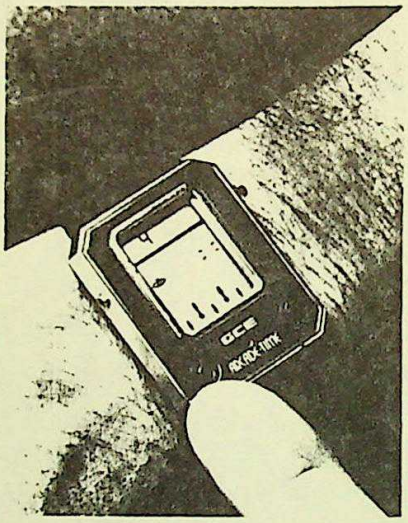
Among the licensed games from Cinematronics are: Armor Attack, Space Wars, Star Hawk, and Rip-Off. Also, there's Scramble, licensed from Konami; Berzerk, licensed by Stern Electronics, and Star Trek, a trademark of Paramount pictures, with the game conceived by GCE. Among GCE's own game cartridges are Mine Storm, Blitz!, Clean Sweep, and HyperChase.

GCE also is introducing a line of electronic game calculators. Chase-N-Counter and Space-N-Cou combine electronic games with ca lators — blending fun and funct Both offer three completely differ and challenging games that a matically increase in difficulty as player improves.

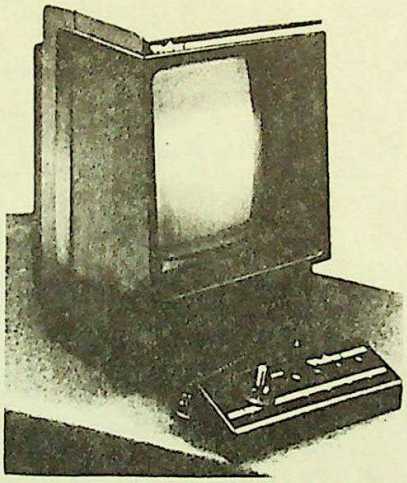
The titles of the games incl Treasure Trek, Chomp 'N Ch Double Cross, Phaser Fight, and teorox.

GCE is expanding its electr game watch line to include two items — ArcadeTime and Sp Time. Both offer realistic graph exciting action sounds, high-s memory, easy-to-read LCD dig display, high-impact plastic and al plated case, and recessed ti date set button.

(Circle No. 721 on Reader Inq Card)



ArcadeTime



Vectrex Arcade System

Chase-N-Counter and Space-N-Counter

U.S. Games plays to win with home video cartridges

SANTA CLARA, CA. — The over the city grows dark as heli ters filled with android paratroo suddenly unleash their deadly ca on the unsuspecting populace. On skilled video game player controll a U.S. Games' Commando Raid save the city.

Commando Raid is one of the tion and Adventure Series of f color home video cartridges produ by U.S. Games and compatible the Atari Video Computer Syste well as Sears' Tele-Game Video cade.

Also on tap are Towering Infe for one or two players; Word Zap which involves blasting away eno fast moving letters within 99 sec to spell three words; Sneak 'N P based on the children's game of and seek, and Space Jockey, in w aliens sweep out of space and and to capture every human attack we on.

U.S. Games Corporation is a s sidiary of The Quaker Oats C pany.

(Circle No. 779 on Reader Inqu Card)

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back the coin when the cart is returned. Even if the original user of the cart does not bring it back, anyone who does receives the refund — a strong incentive for kids to round up stray luggage-carts and put them where they belong.

Bettelman showed another transparency of a similar device for supermarket carts — but this one dispenses a game-room token when a cart is returned. "The operator worked this out with the location, and everyone is happy," he reported. "And 'Pizza Time Theatre' has a machine that uses the same principle — when a patron returns a tray to a busing-station, he receives a game-room token.

"For us, a major conquest would be the fast-food restaurants; a stock analyst has estimated that, if they accepted video games, they would absorb more than 50,000 units across the United States," he continued. "Now, suppose someone like 'McDonald's' put in games with mechanisms accepting their scrip instead of coins, and issued this scrip when the customer made a purchase? If one fast-food chain does this, the others will follow. Where does the operator fit in?" he asked. "And what about the distributor? That's 50,000 machines—and we might not even be involved!

NEED FOR CREATIVITY

"We need creative thinking," Bettelman concluded. "We're part of the entertainment industry. Where we've been is irrelevant; the question is, where are we going?" He pointed out that the Exposition's headquarters hotel has a game-room; "But, when I went to my room, I found a card telling me how to operate the television, a card telling me about the restaurants, and cards describing other facilities and services — but I found nothing at all about the game-room," he said. "Not a card, not a token.

"I don't claim to have the answers, but things have got to change," he summed up. "We can't just sit on our hands and let everyone go past us."

During a question-and-answer session that followed the presentation, an operator reported hearing of a system under which high school students receive a game-room token for every book then check out of the library. "That's the sort of new idea we need," Bettelman replied.

DAVID ROSEN FRANK FOGELMAN BOB ROSENBAUM

Technology And Attitude Hold Key To Video Game Industry's Success, Sega's Rosen Advises Distributors

CHICAGO, Ill. — Sega Enterprises held a meeting for its distributors during the recent Amusement Operators' Exposition here, and hosted a party to celebrate the successful introduction of "Star Trek: The Arcade Game," "Congo Bongo", and "Buck Rogers".

Leading off the distributor meeting was Sega chairman David Rosen, who observed that the industry has been on a "roller coaster" — with the "dream year", 1982, followed by a decline in 1983. He believes the cycle has reached bottom, and hopes for an upturn before the end of the spring season.

Keys to this upturn will be new technology and the attitude of people in the industry, Rosen emphasized. Realism, not utter pessimism (or unfounded optimism) is required on the part of manufacturers, distributors, and operators. Distributors, he suggested, will find it advantageous to come to terms with the onset of the convertible game, which may possess 60 to 80 per cent of the total games market within the next two years.

Sega is positioned to help distributors make this transition. Its next-generation "Laserdisc" display technology is now in production in Japan, and is being refined for manufacture in San Diego; units incorporating this revolutionary firmware should be introduced before the Amusement and Music Operators Association international exposition this fall. The "Laserdisc", Rosen emphasized, is the basis for a unit that transcends the video game as it is known today; coupled with servo-mechanisms actuated by the game program (such as motion simulators in a "cockpit"), it can underlie a wholly new, fully-convertible entertainment system of unparalleled excitement and realism.

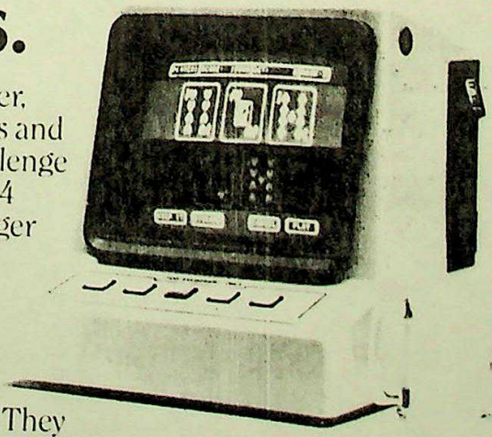
Also speaking at the meeting were Sega executives Frank Fogelman, who pointed out that the manufacturer has an obligation to understand the market, make products to fit it, and tailor its programs to economic realities of the industry, and Robert Rosenbaum, who unveiled the brand-new "Congo Bongo" game that was introduced at the AOE. Featuring the exciting and amusing pursuit of a giant ape by a bold hunter, the new piece features dimensional graphics and four levels of play difficulty.

LOOKING AHEAD: Sega executives Jerry Gordon (left) and Robert LeBlanc greet guests at party held to celebrate introduction of new Sega video games.

Americans Spend A Lot Of Time Playing Games That Don't Gobble Space Ships.

People already know how to play games like poker, blackjack, craps and Hi-Lo. They've been fun for years and they're certainly no passing fads. But now folks can challenge the computer instead of the house. They can play all 4 games on one very unique machine and have no danger of losing the farm or paycheck.

Little Casino is a simple machine that can make a really respectable contribution of quarters to the proprietor's bottom line. It's for amusement only and customers do enjoy playing again and again. They enjoy it so much that they're likely to stay around a bit longer than they'd planned and have an extra drink or two. Little Casino means extra pleasure for the players and extra money for you.



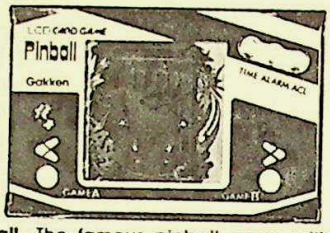
LITTLE CASINO

DIGITAL CONTROLS

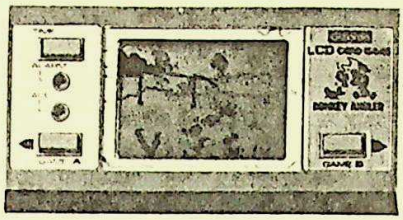
P.O. Box 48334 Atlanta, GA 30362 (404) 441-3332

PLAYTHINGS, JUNE 1983
P: 38

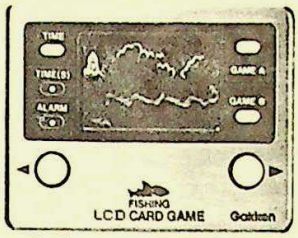
Gakken. The new hand-held electronic card games that are designed to sell.



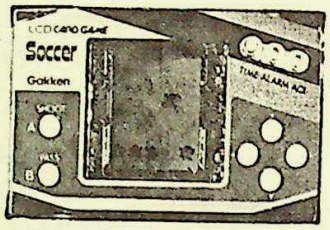
Pinball—The famous pinball game with an electronic ball.



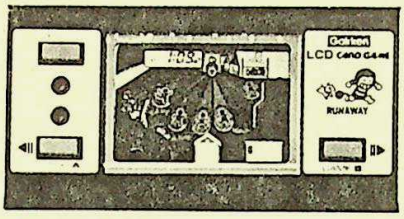
Donkey Angler—You are fishing. And you must pull them up as soon as they bite.



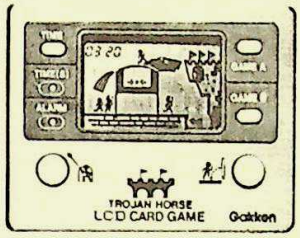
Fishing—You're trying to catch fish as they jump out of the ocean escaping a shark attack.



Soccer—You play against the computer—dribble, pass and tackle to win.

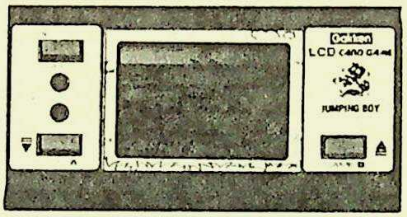


Runaway—You are in jail. And you try to escape through the wall.

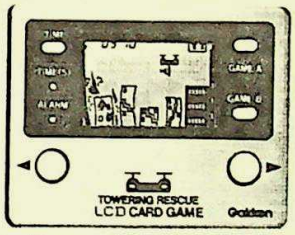


Trojan Horse—The enemy is attacking your fort using a Trojan Horse.

Circus—Trapeze artists in the circus swing back and forth trying not to fall.

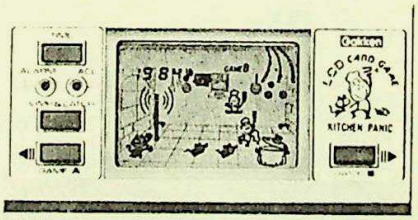


Jumping Boy—There is a flood. And you're trying to reach the rescue boat.

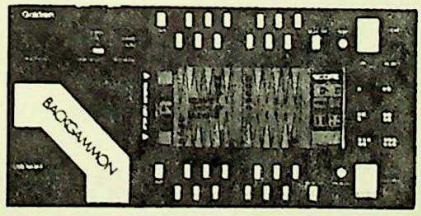


Towering Rescue—There has been an earthquake. You must rescue people in burning buildings.

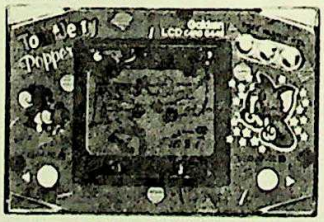
Tom and Jerry "Prank"—Tom tries to catch Jerry in the woods.



Kitchen Panic—There are mice in the kitchen. And the chef tries to dodge them as he cooks.



Backgammon—For Backgammon fans! You can play it by yourself (against the computer) or with another player. It is so compactly designed you can take it anywhere. Dice can be used manually (dice included) or automatically, by pushing a button.



Tom and Jerry "Popper"—Jerry is sleeping on a hammock and Tom tries to sneak up and catch him.

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WINNER: Mark Johnson (left) was the winner of a "Krull" video game by Mylstar in a recent Gulf Coast area Stop N' Go tournament culminating in a drawing from entries collected from some 200 stores over the five-week contest. Pictured with Johnson are his step-father Bob Van Putten, Gulf Coast area manager for Stop N' Go Jerry Comstock, and vice president of sales and merchandising for Mylstar Electronics Gil Pollock.

Williams Electronics Introduces Featuring 49-Way Joy Stick An

CHICAGO — Williams Electronics' latest video adventure, "Blaster," is available in cockpit and upright models.

Featuring stereo sound and a 49-way flight stick, "Blaster" takes the player on a journey through space to Paradise, via 29 waves that get longer and more difficult as play progresses.

The player is caught up on space battles, firing his laser blaster against robots, androids, master-minds, saucer squadrons, bombers, vampires, space cats and other anti-forces that are created with 3-D graphics. Ability to dodge and to maneuver is critical as the player must avoid colliding with barriers that loom on the screen, hyperdrive to catch run-away ships and rescue stranded space men.

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With additional features that inde: a slanted top to prevent nks from being placed on it, cially designed face plate with two side shrouds to eliminate glare and a coin entrance that is positioned on the front of the unit for easy access.

Choose from four action packed games: Video Draw Poker with a Hi-Lo feature; Casino Slots, superior to anything on the market; Black Jack; and Beat-the-Spread, also known as Acey-Ducey or Red Dog.

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So, if you've been impressed by our outstanding floor models, try our counter top units. They're a chip off the old block.

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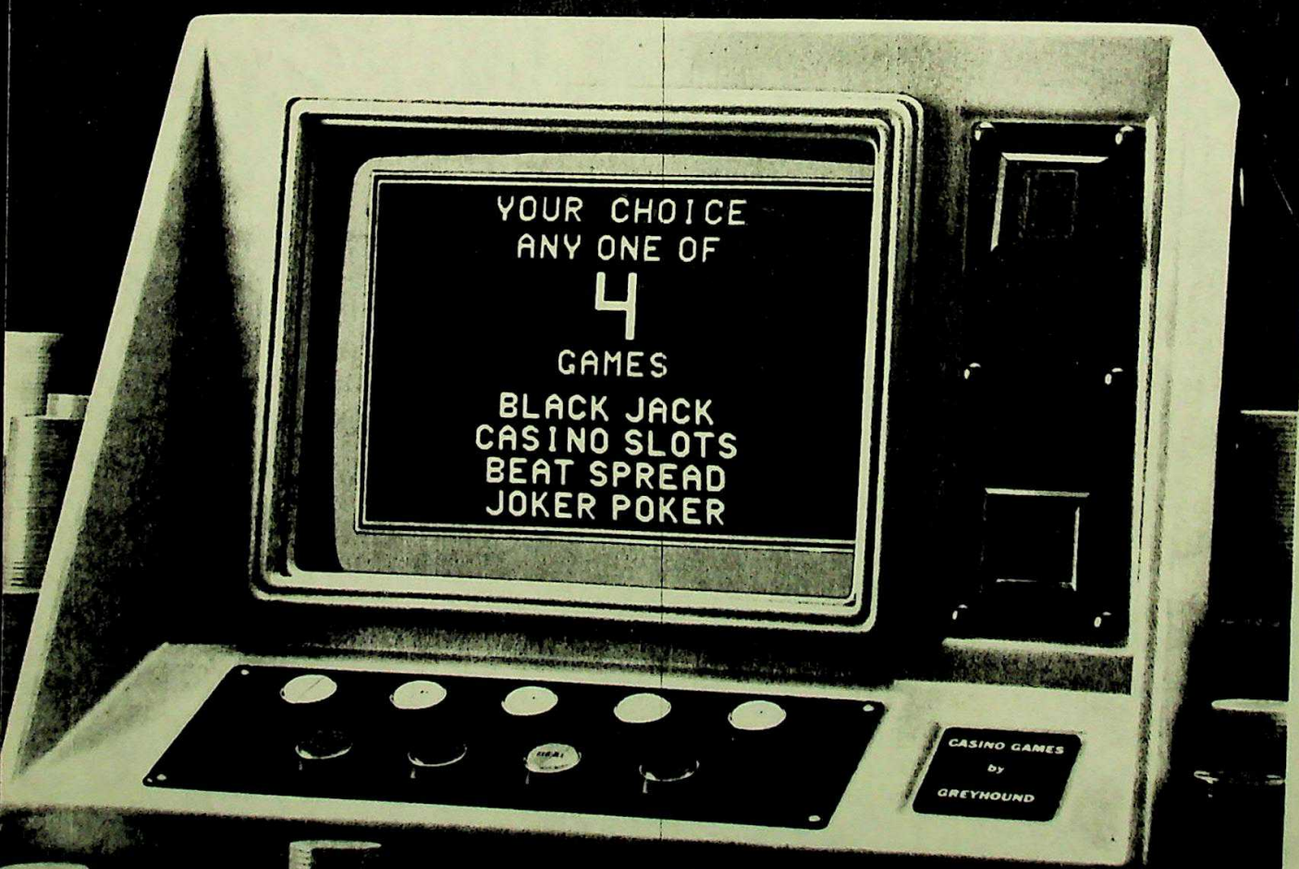

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33157 Camino Capistrano 'C', San Juan Capistrano, CA 92675. Tel: (714) 661-6808. Customer contact: Jerry Vick. Type of equipment: 'Fanky Malloom' balloon vender; arm wrestling machine, "Frog Hunter" (Water Gun Game), and "Frog Ball".

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1967 North Gateway Blvd., Fresno CA 93727. Tel: (800) 344-7216. Type of equipment: locks, miniature lamps, fluorescent lamps, starters, ballasts, fuses, paint, coin counters, coin and dollar bill changers, tools, wire and Rubbermaid products.

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3731 E. LaSalle, Phoenix, AZ 85040. Tel: (602) 243-6289. Toll Free Tel: (800) 528-1442. Pres: Joe York; VP & Gen. Mgr: Phil Vaught; Dir. of Mktg: Dave Goldner; Svc Mgr: Rich Malecki. Type of equipment: Video games and video game kits. (Change-A-Game).

VIDEO BABIES, Inc.
145 Country Ridge Dr., Port Chester, NY 10573. Tel: (914) 937-7474. Pres: Brian Fechtel; Customer Relations/ Order Dept. Mgr: Fred Brown. Licensed video game T-shirt, caps, jerseys & bumper stickers.

VIDEO GAMES SOUTHWEST, INC.
3111 So. Valley View E-120, Las Vegas, NV 89102. Tel: (702) 362-4402. Pres: Gregory Peters; Exec VP: Blas Molto; Fin. Controller: Geoffrey Close. Video Games.

VIDEO MUSIC INTERNATIONAL, Inc.
1647 Woods Dr., Los Angeles, CA 90069. Tel: (213) 658-5665. Pres: Jack M. Millman; Chief Financial Officer: Joy Millman; Exec. VP: Robert Miller; Dir. of Public Relations: Sheryl B. Neely. Type of Equipment: Startime Video Jukebox with 40 video selections of hits performed by top artists & groups and second video tape of continuous advertising messages.

VIKING CUE MFG., INC.
2710 Syene Rd., Madison, WI 53713. Tel: (608) 271-5155. Pres: Gordon Hart. Type of equipment: billiard cues.

WAITE MANUFACTURING, INC.
527 Industrial Park Rd., PO Box 738, Brush, CO 80723. Tel: (303) 842-5501. Pres: Mark Waite; Sec'y/Treas: Bonnie Waite. **Type of Equipment:** Kiddie Rides.

WALCO-LINCK CORP.
Routes 3 & 46, Clifton, NJ 07015. Tel: (201) 471-1070. Pres: James Lynam. Type of equipment: jukebox phonograph needles.

WICO Corp.
6400 W. Gross Point Rd., Niles, IL 60648. Tel.: (312) 647-7500. Dir. Mktg., Dist.: Art Noparstak; Natl. Sales Mgr: Frank Nickerson; Mgr., Branch Ops: Richard Sershon. Parts, supplies and equipment for the vending and amusement industries. (See Distributors- under New Jersey, Illinois, Texas, California & Georgia and NV)

WILDCAT CHEMICAL Co.
1349 East Seminary Drive, Fort Worth, TX 76115. Tel.: (817) 924-8321. Pres: Joe Peters. Type of vender: Machine Maintenance Chemicals. #125 Pinball Playfield Cleaner & Polish, and Video Playfield Cleaners.

WILLIAMS ELECTRONICS
3401 N. California Ave., Chicago, IL 60618. Tel: (312) 267-2240. Pres: Michael Stroll; Mktg. Dir: Ron Crouse; Dir. of Sales: Joseph Dillon; Sales Mgr: Marty Glazman; Ad Mgr: Nancy Goodwin. Type of equipment: flipper games, videos.

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Vending Times p. 68

Association Board Opposes State Bill ld Make Gray Area Coin Games Legitimate

Mich. The Michigan Operators Association rd of directors has voted 227, a bill to legalize gray

ame after extensive re e week after National nstitute managing direc itel spoke before the ing in Plymouth, describ onfronting operators con area games.

ed to the infiltration of e into the amusement in g from the operation of es, described public rela s resulting from invest enforcement authorities, what problems such in n create for those who mes.

to literature from erning their efforts to "If passed, such a bill ray area games in the as legitimate amuse aw enforcement author en be hardpressed to he two types of games. pinball machines and ould find their games as gambling devices as mpt to deal with any gambling statutes."

e board's move to op CMOA executive secre r met with House Judi e Chairman Rep. Perry h Edwin Bladen, Assis General in charge of the e Division of the At s office, to outline the sition.

A meeting, State Rep Scott outlined a bill he o legalize slot machines th the proposal tied to nue to the state for the ty taxes, he reported for taking the idea to a m.

bill, the state would equipment in locations machines, while oper equipment in locations 25 machines. He indi n on locations owning equipment was being stated that he was op as it would open the ng activities without

Commissioner Gary operators that the on was moving against that had gambling ac that machines would d premises could lose violations.

g, MCMOA operators ier (Dolphin Coin, Mt. nt; Pat Cleary (Soo ault Ste. Marie) vice hn Roszatycki (Amer Bay City) secretary

Named as directors were Tom Stewart (Fontana Brothers, Detroit); Chuck Williams (Cigarette Service, Dearborn); Mike Leonard (A. Van Brackel & Sons, Adrian); Joe Cooke (Flint Vending, Flint); Eugene Wagner (Target International, Detroit); and Jerry Carnaghi (Mr. C's Coin Machine, Warren). Directors at Large are Ed Schultz (Ed's Distributing, Lansing); Mike Benson (Michigan Nickle, Wyandotte) and Fred Hunt (Ace Music Co, Muskegon).

John Roszatycki was honored as "Coin Machine Operator of the Year" at a banquet that concluded the meeting, and Fred Hunt received the Past President's Plaque.

GET-TOGETHER: At MCMOA meet, (l. to r.), newly elected president Meier chats with Jim Russell (Russell's Vending, Coloma) and Liz and Roszatycki, new secretary-treasurer.

nt (l.) congratulates named "Coin Ma of the Year" by

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GEI gives you mor than you expect.

Our ever-increasing selection of new games gives you a multiple game capability unrivaled by other manufacturers. Select from these proven money makers: Video Draw Poker, with a Hi-Lo feature; Casino Slots; Black Jack; Beat-the-Spread and Rolling Bones, our newest craps game. Action packed, fast paced games with color graphics that make each and every game come alive on the screen.

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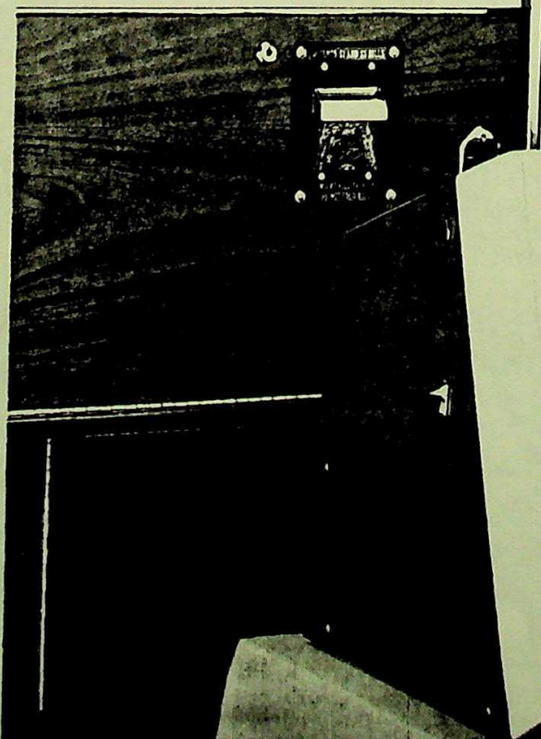

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Vending Times, JAN. 1984, p. 70

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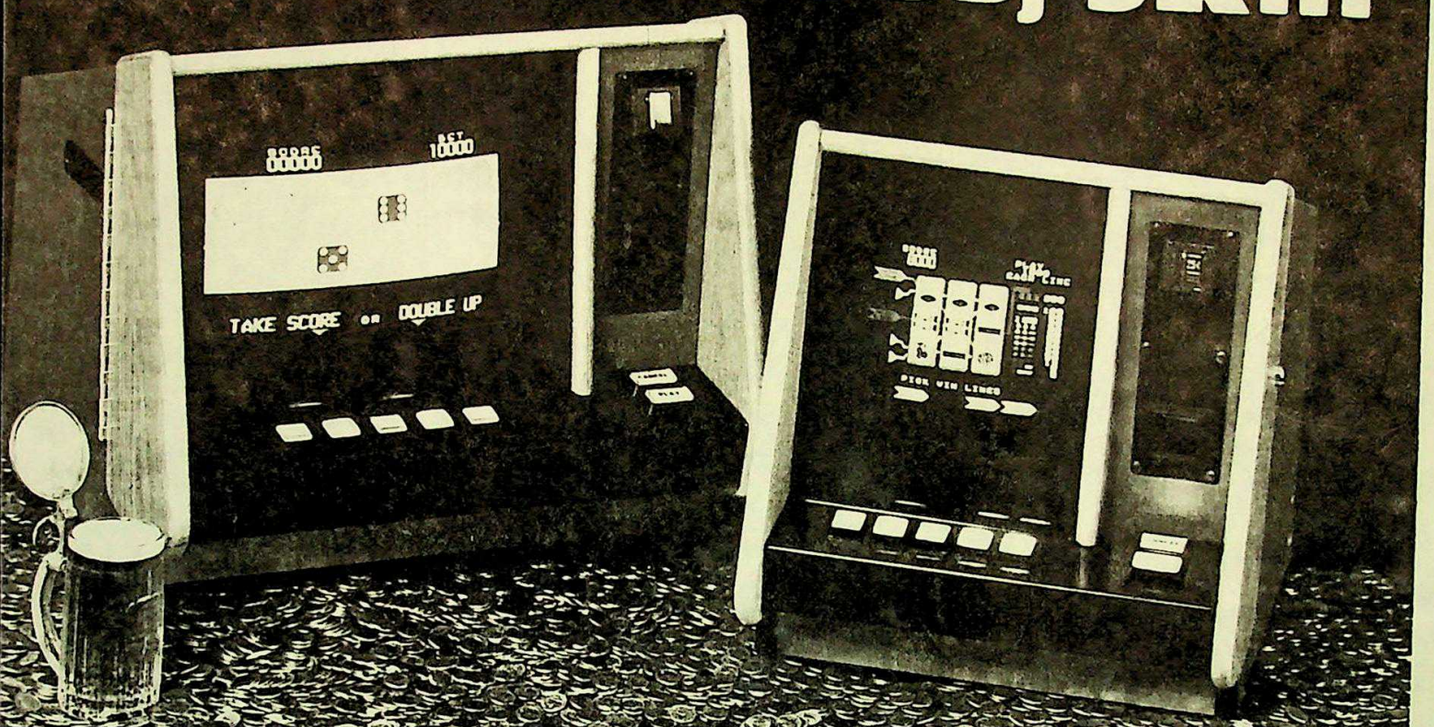

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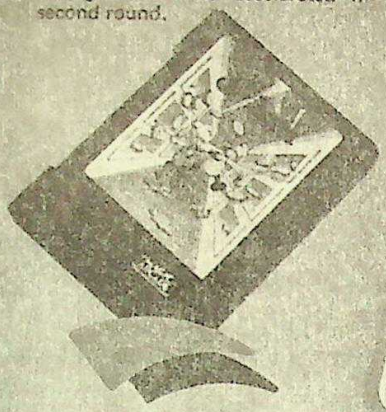
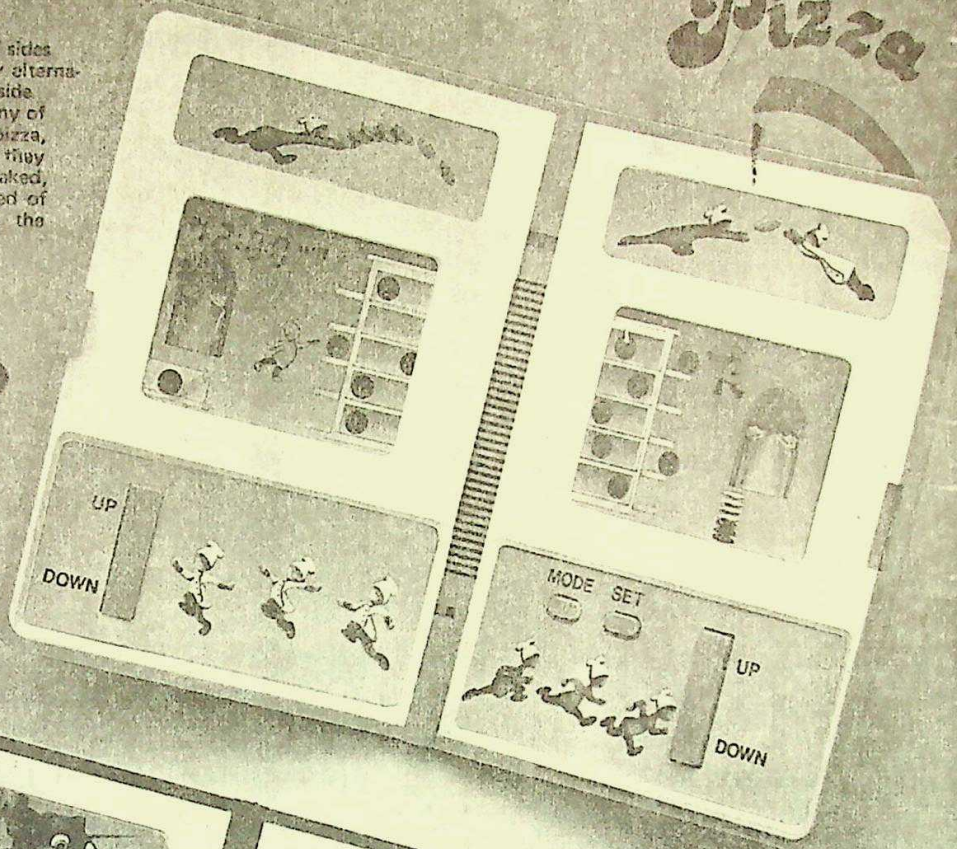
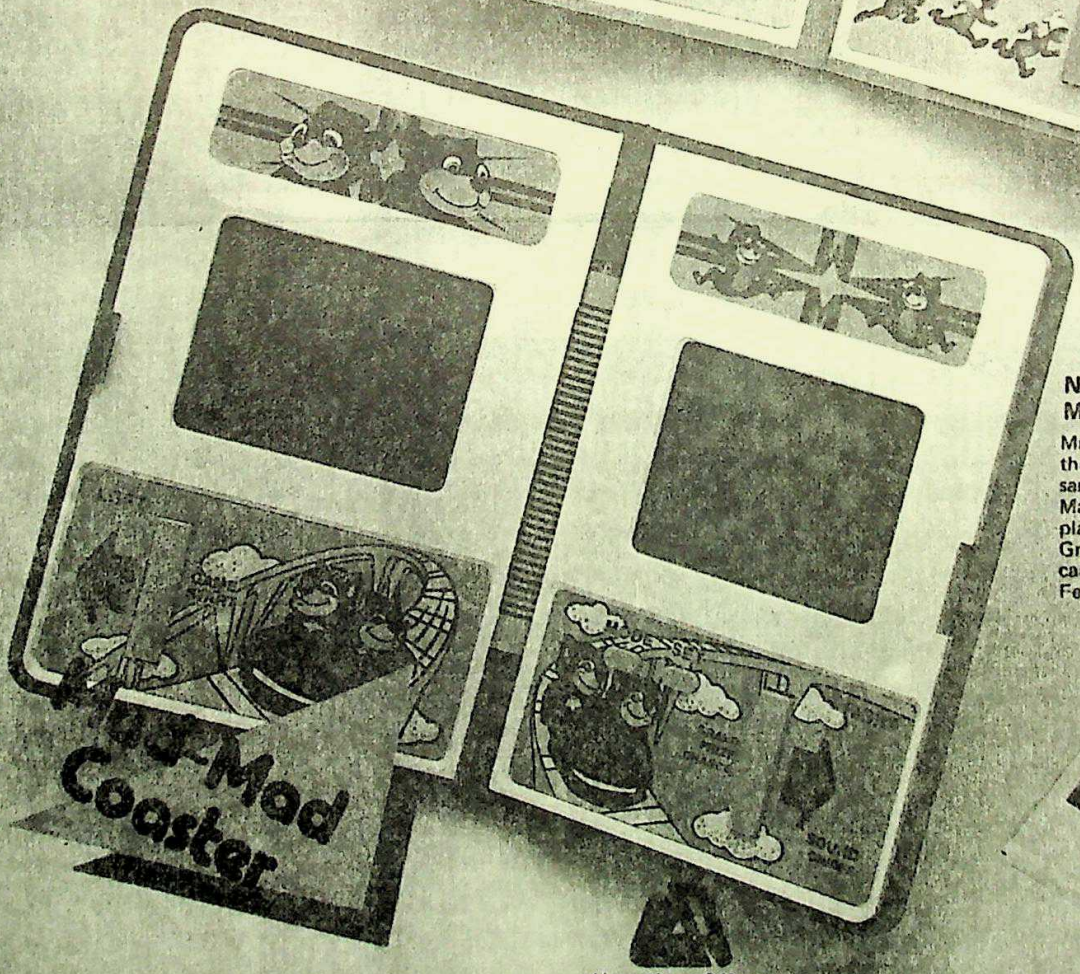
PIZZA BAKER

Two bakers, standing on the two sides of an oven, are making pizza. They alternatively move the pizza to and fro inside the oven until it is well-baked. If any of them fails to do so and spoils the pizza, both of them will be blamed. If they successfully have seven pizza baked, they will get the bonus. The speed of the game will be accelerated in the second round.

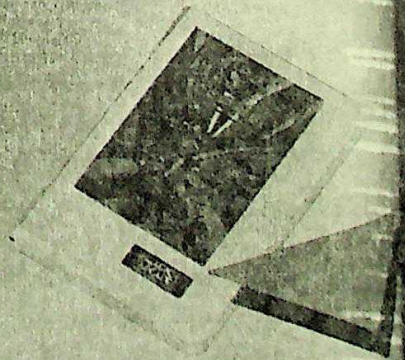






NO. 7479C131
MAD-MAD COASTER

Mr. Bear tries to pick up Miss Bear on the Rail to the Ferris Wheel, and at the same time, avoid being attacked by Mad Coasters along the Rails. The player can get a chance to win the Grand Prize when Miss Bear has been carried safely by three times to the Ferris Wheel.



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HONG KONG ENTERPRISE, FEB. 1984, P.36

HONG KONG ENTERPRISE, FEB. 1984
P. 92

NEW GAMES FOR 1984

DIGITAL
ELECTRONIC
QUARTZ LCD

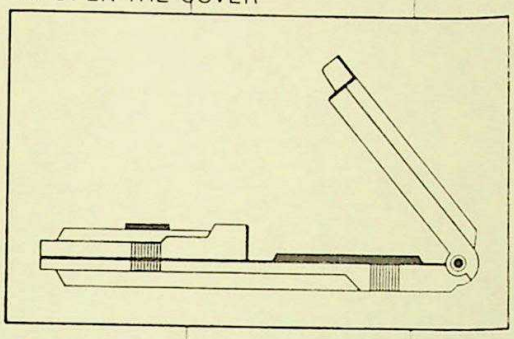
★ ★ ★ ★ ★

SUPER COLOR SCREEN

MODEL NUMBER : TC-38

Moving figures on the display in the past have been a simple dull black look but NOW with advanced technology - moving figures are in TRUE VIVID — CO OR

TO OPEN THE COVER



TARZAN

DIGI CASSE

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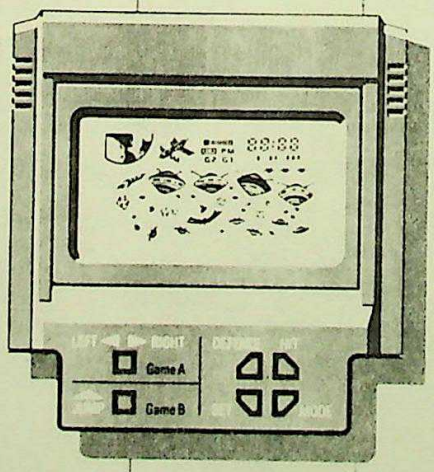
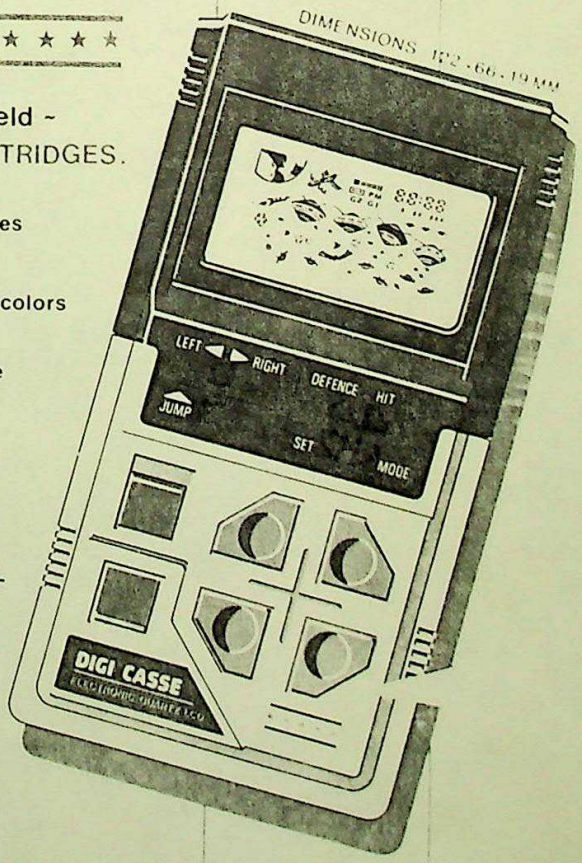
The impossible is now possible. A hand held - L.C.D. game with INTERCHANGEABLE CARTRIDGES.



Ten cartridges available.

Each model colors available:

■ red ■ blue



MODEL NUMBER TC-40

Ballanda Limited

(ELECTRONIC MANUFACTURER)

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1ST/F. & 3RD/F. KWAI CHUNG, N. T. HONG KONG
TELEX 53909 BALDA HX TEL 0-264221-4 (4 lines)

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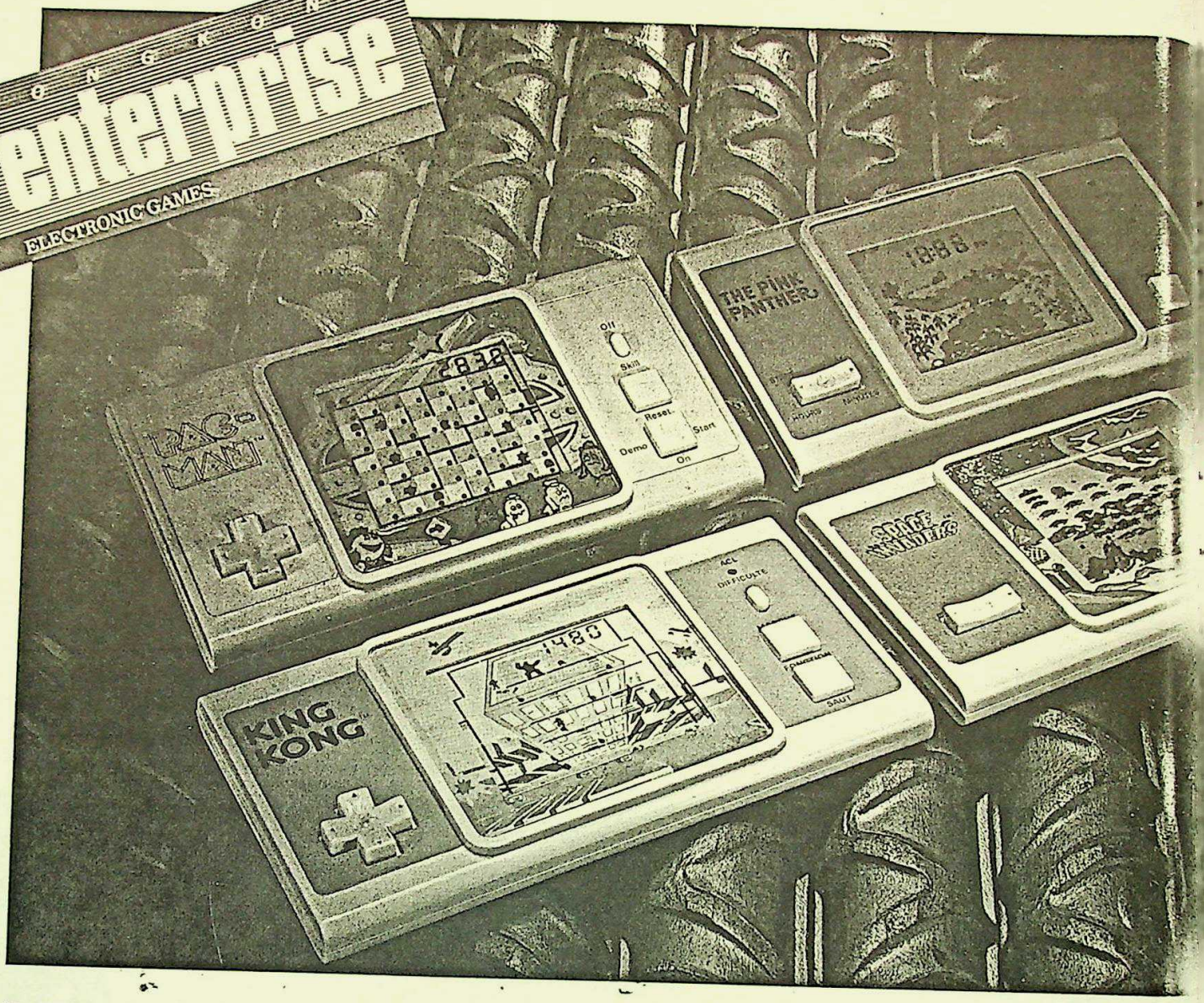


RETURN OF THE ELECTRONIC GAME

Though demand for hand-held or table-top electronic games reached its zenith around 1982, Hong Kong manufacturers, aware of the situation, have been launching new designs and models in a bid to stir up additional interest. These include exciting new programmes incorporating various additional functions like an alarm clock and stopwatch.

The latest innovation is a table-top set with exchangeable games' cartridges. Designed and manufactured by Romtec Enterprises Ltd., it comes with three or more cartridges. According to the manufacturer, this model is a modification of the old table-top design that had a built-in irreplaceable cartridge. The manufacturer claims this new model is the first of its kind made in Hong Kong.

Hong Kong manufacturers of electronic games usually design their own programmes, often based on such internationally popular characters as Pac Man, King Kong, Pink Pather, etc. The hand-held sets are now much lighter due to the new lightweight plastic being used, replacing the many metal parts of the early Eighties when local production first began in response to the worldwide craze for these electronic games.

Official trade figures show Hong Kong exported electronic games, hand-held or otherwise, valued at HK$389.3 million over the first 10 months of 1983, representing a three per cent increase over the same period in 1982.

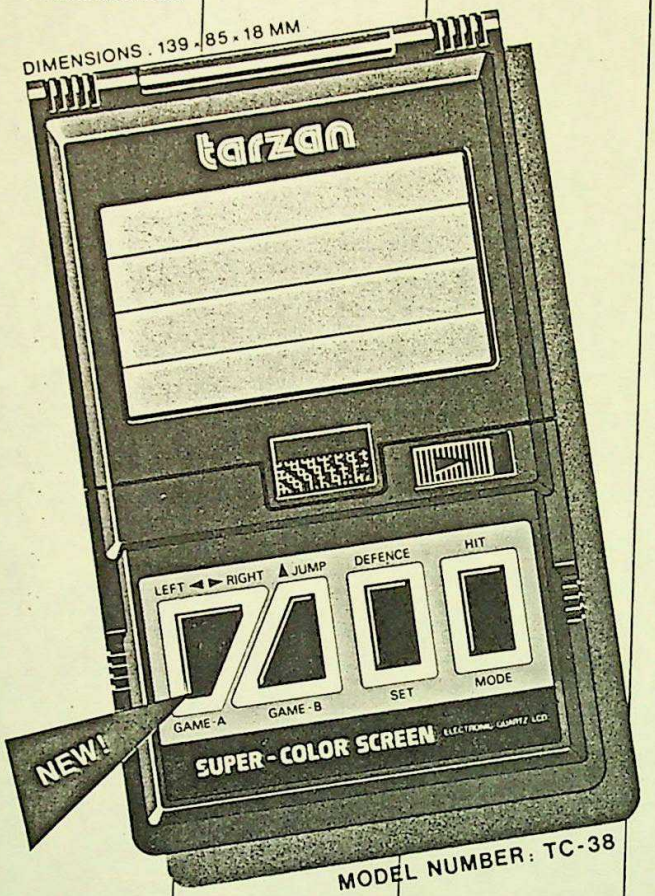
HONG KONG ENTERPRISE 4/84
P.74

NEW GAMES FOR 1984

DIGITAL
ELECTRONIC
QUARTZ LCD
★★★★★

SUPER COLOR SCREEN

DIMENSIONS . 139 × 85 × 18 MM



MODEL NUMBER: TC-38

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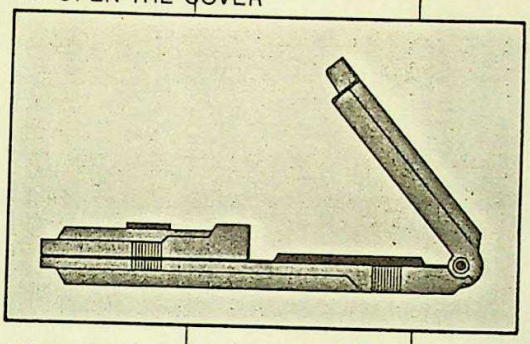
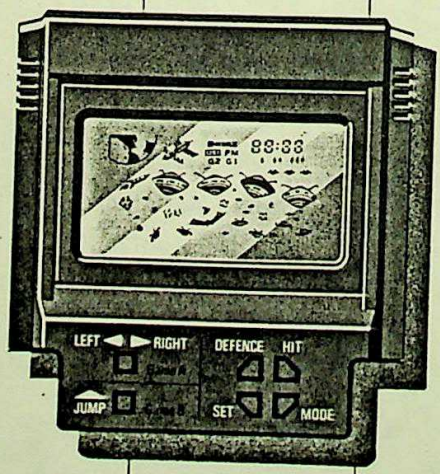


TARZAN

DIGI CASSE ★★★★★

The impossible is now possible. A hand held - L.C.D. game with INTERCHANGEABLE CARTRIDGES.



Ten cartridges available.

Each model colors available:

■ red ■ blue

DIMENSIONS : 122 × 66 × 19 MM

MODEL NUMBER TC-40

Ballanda Limited
(ELECTRONIC MANUFACTURER)

30 - 34, KWAI WING ROAD, F. M. L. BUILDING
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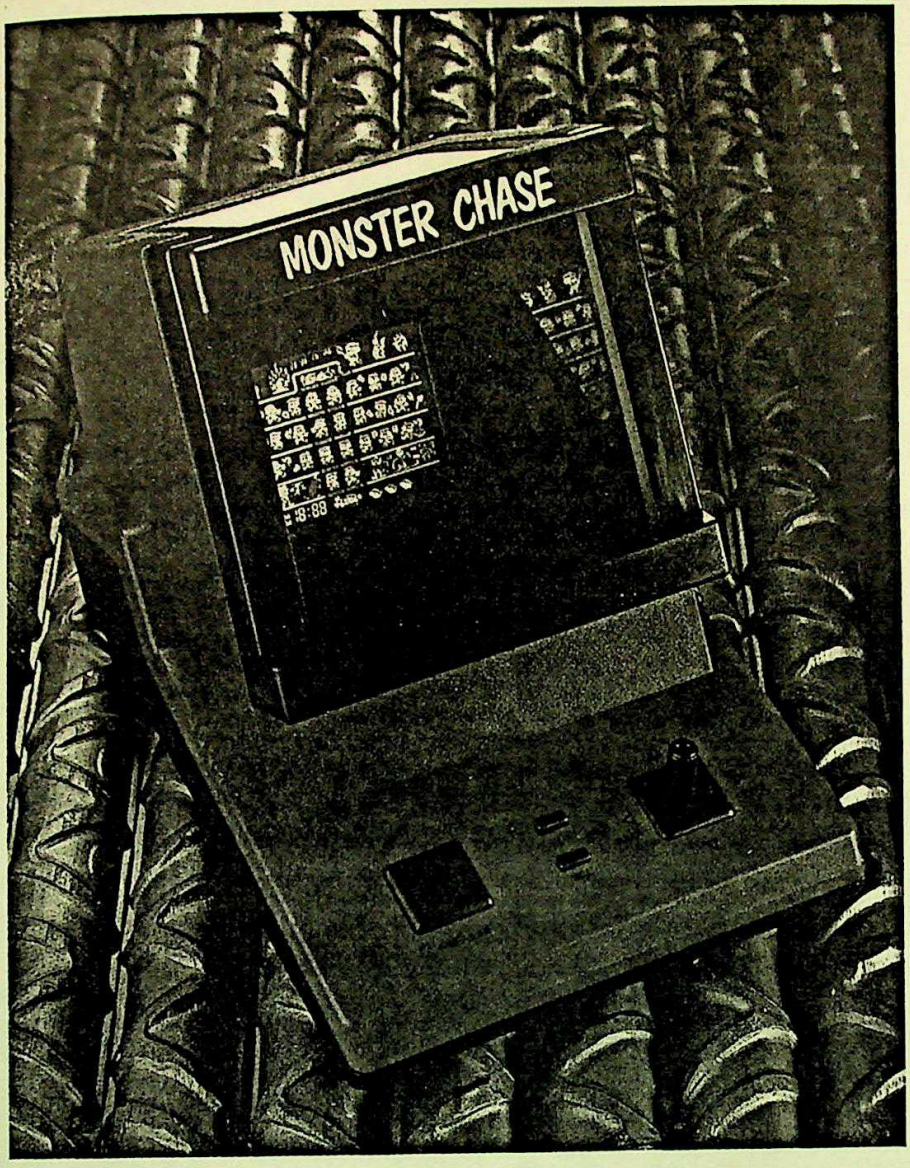
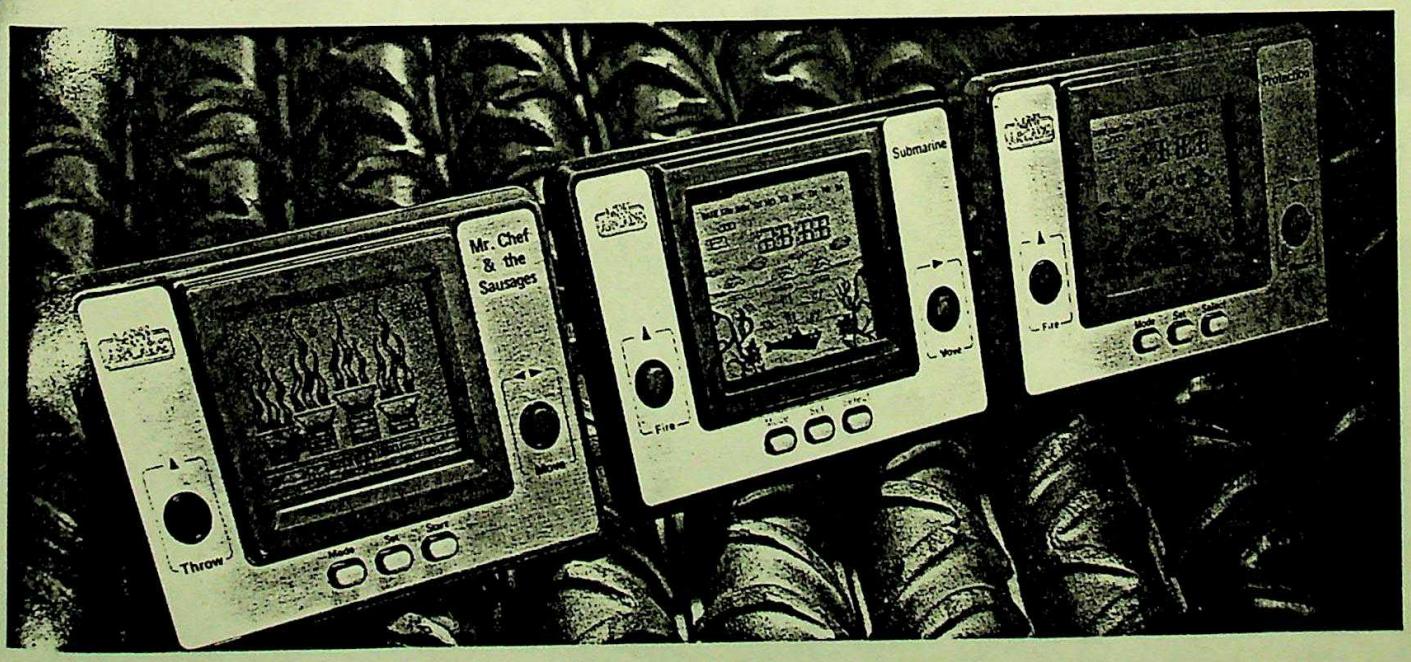


Far left: *Hand-held electronic LCD games featuring popular characters, all from Tiger Electronics Sales Ltd.* **Left:** *Mini table-top game with exchangeable cartridges from Romtec Enterprises Ltd.* **Below:** *Hand-held electronic games with digital display of time, day, date and month; also incorporating alarm and chronograph functions, all from Time Processor Holding Ltd.*



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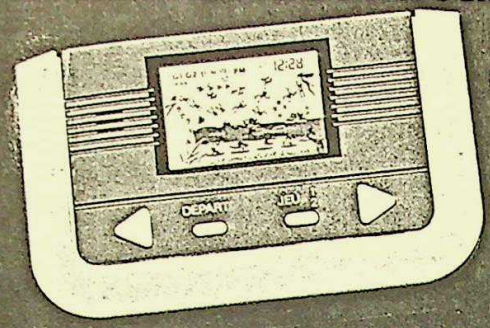

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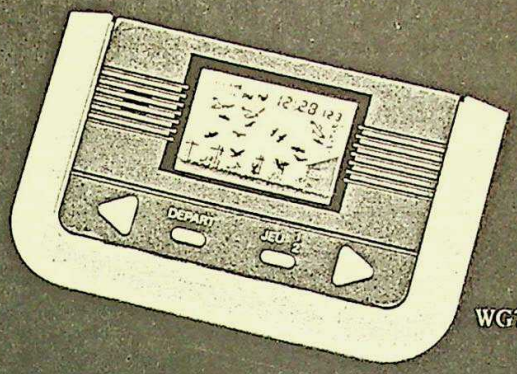

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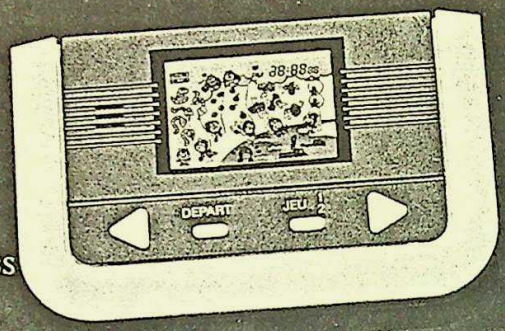

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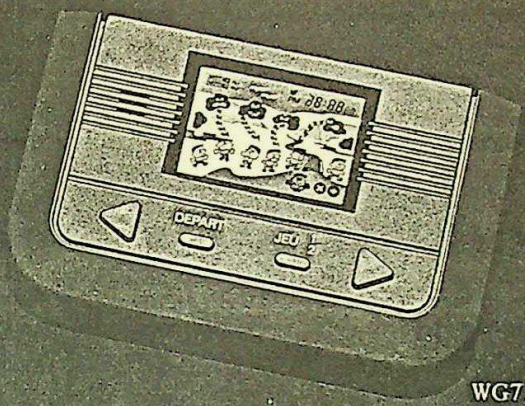

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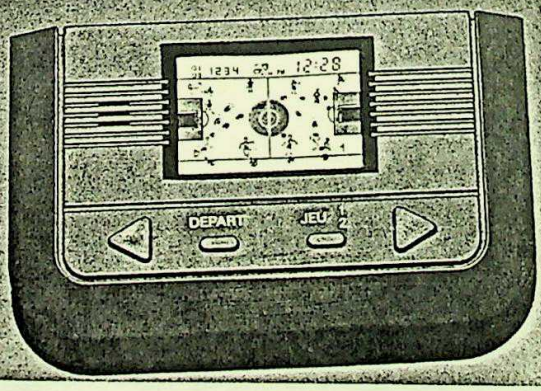

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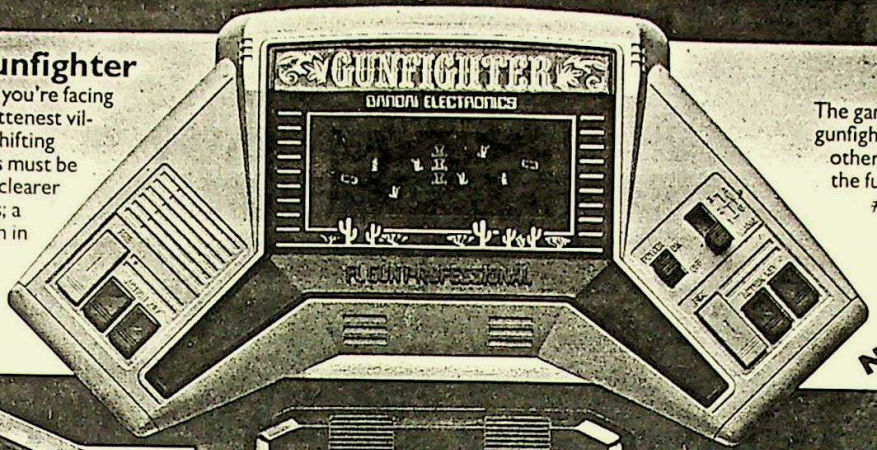
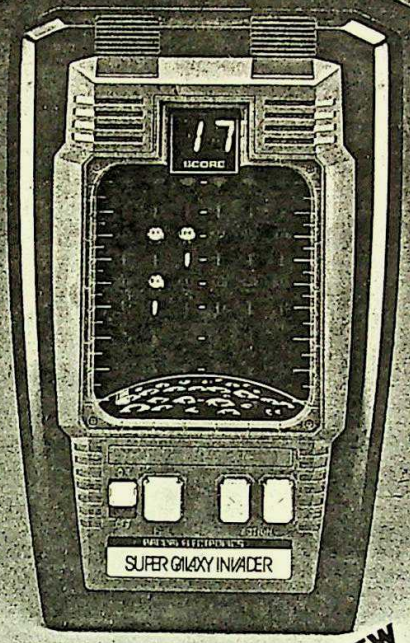
It's high noon and you're facing Black Bart, the rottenest villain in the West. Shifting "cactus" obstacles must be shot down to get clearer shooting positions; a moving stagecoach in the middle of the screen adds even more excitement.



The game ends when one gunfighter finishes off the other. He falls dead—as the funeral march plays.
#BAN8006 (3 lbs) **$34.95;** Requires 4 #ERAA Batteries (2/pkg; 1 lb/pkg) $1.75/pkg.

NEW

NEW



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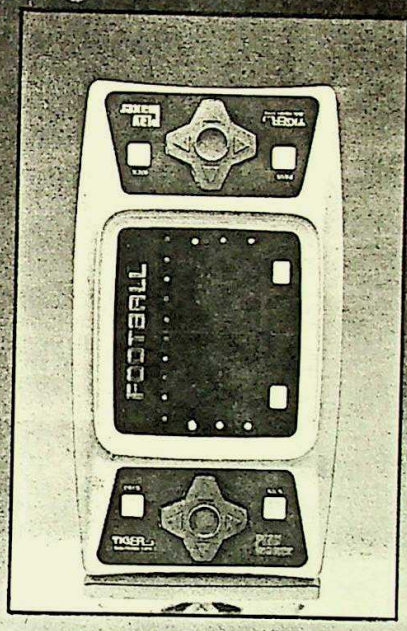

Bandai Miracle Baseball

Miracle Baseball has a 4" x 3" liquid crystal screen. Features include base stealing, sacrifice flies, double plays, bunting, 6 pitches, remote controls, and—you can move defensive players to catch a ball! For ages 8 and up.
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This is an economically-priced watch ideally suitable for young joggers. Displays hour, minute, second, month, and date. Stopwatch times up to 14 minutes 59 seconds; after 15 minutes starts over at zero. The perfect watch for all sports: running, biking, playing ball, and more.
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- **#QUIZ 10** Super Heroes
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- **#QUIZ 12** The Ocean—Mankind's Last Frontier
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- **#QUIZ 14** How Things Work—Aerosols to Zippers
- **#QUIZ 15** Nat'l Basketball Assn
- **#QUIZ 16** Nat'l Football League Players Assn.
- **#QUIZ 17** Major League Baseball
- **#QUIZ 18** Guinness Book of World Records
- **#QUIZ 19** The People's Almanac #1 & #2
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(11) 6-54962 (A) (43) 1.3.1994 (19) JP
(21) Appl. No. 4-232943 (22) 7.8.1992
(71) FUNAI ELECTRIC CO LTD (72) KENICHI MORINAGA
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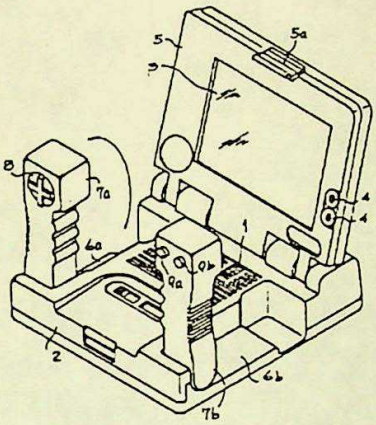
CONSTITUTION: Control pads 7a, 7b erectably provided on an electronic apparatus main body 2 having a display section 3 are provided with operation keys 8, 9a, 9b.



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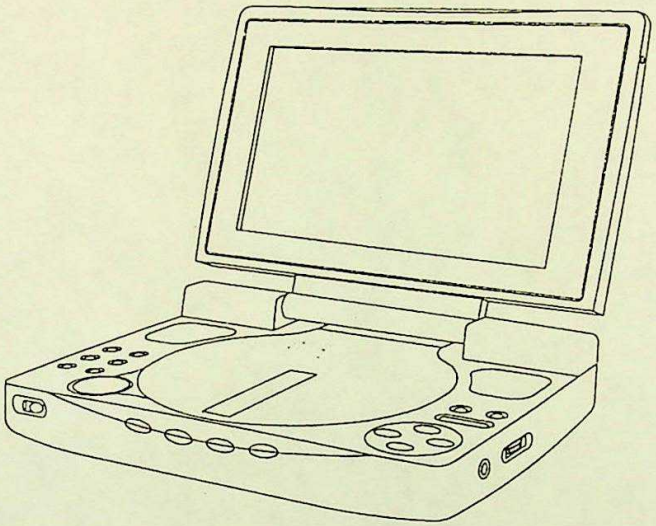

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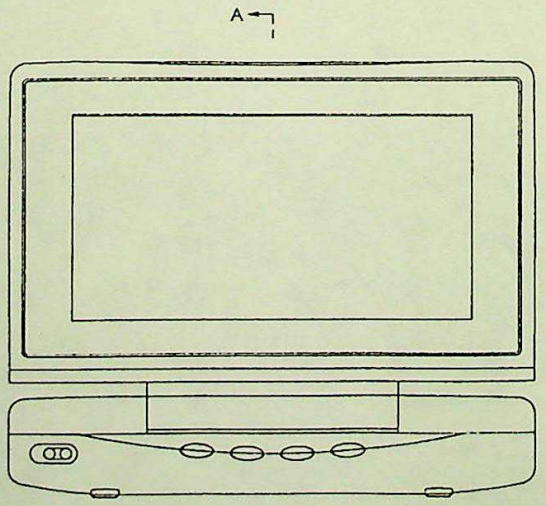

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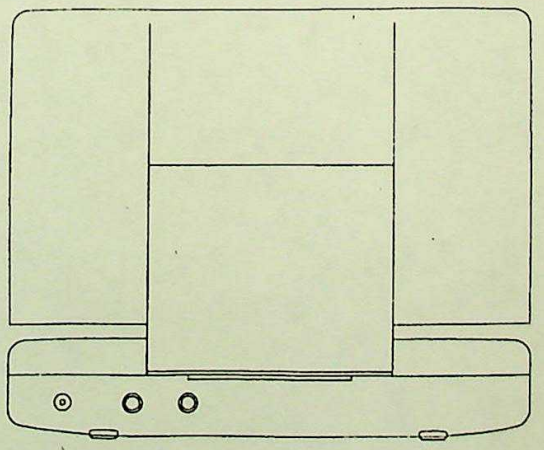

ı Trials, on System

years before becoming a televi-
ommentator, said she believes
that a judge or jury will surren-
ɔ public pressure are real. "I
know if we will ever know if he
ffected," she said of Zobel. "We
ıave to hope that judges have
rity."

ltimore defense lawyer and for-
circuit court judge William H.
ɔhy said the independence of
ıdiciary is "now threatened un-
n any other era in history."

ɛ recalled the 1996 furor over
District Judge Harold Baer's
h-publicized decision to sup-
s drug evidence that Baer
ıght was unconstitutionally
ɛd. Republican lawmakers com-
ıed and even President Clinton
gested through a spokesman
he might ask Baer to resign if
ruling were not changed. Baer
reverse his ruling, for reasons
: he said had to do with his own
ɛr understanding of the law and
s of the case.

ɔaid Murphy, "I am fearful that
ice is not served in cases involv-
controversy, where a judge is
ıid to stick his neck out and rule
ı way that is fair but unpopular."

R MORE INFORMATION

*read the full text of the judge's
cision in the Woodward case, click
the above symbol on the front page
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ıg, The Post Food section
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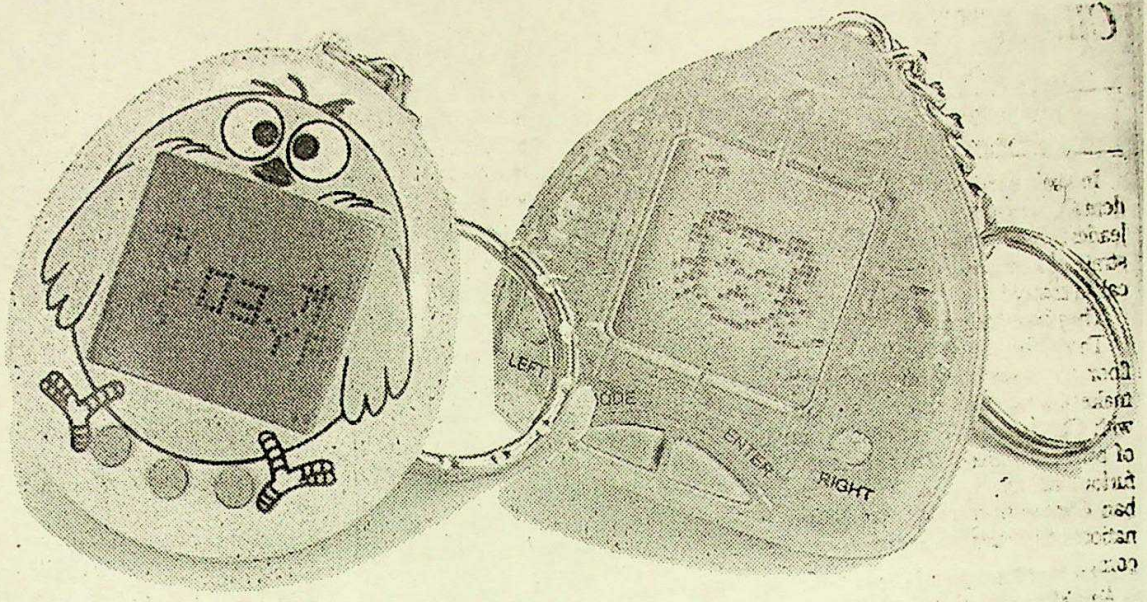

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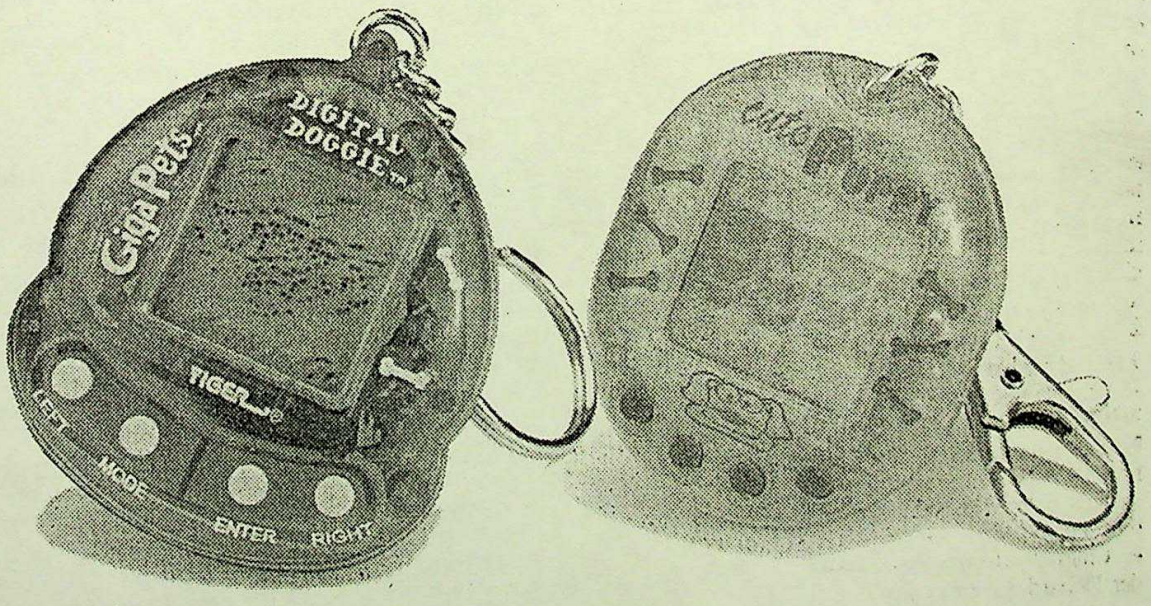

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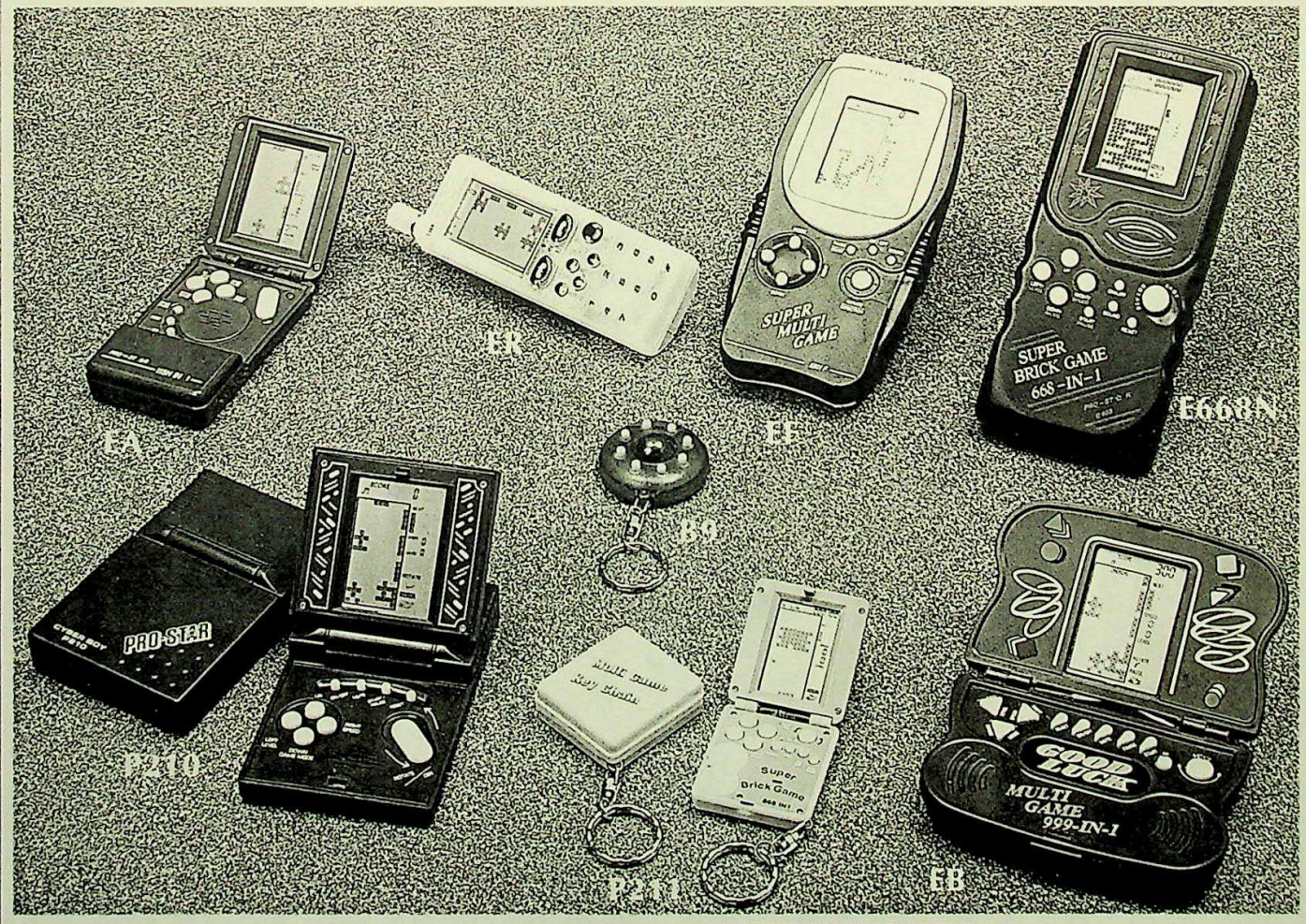

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G-902

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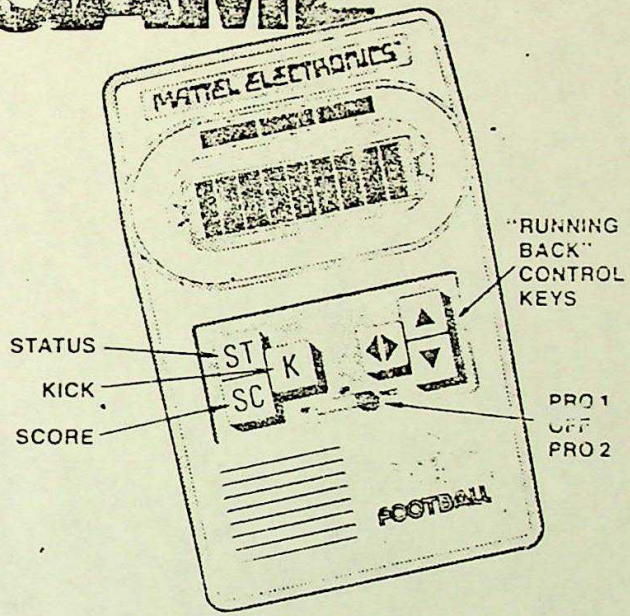

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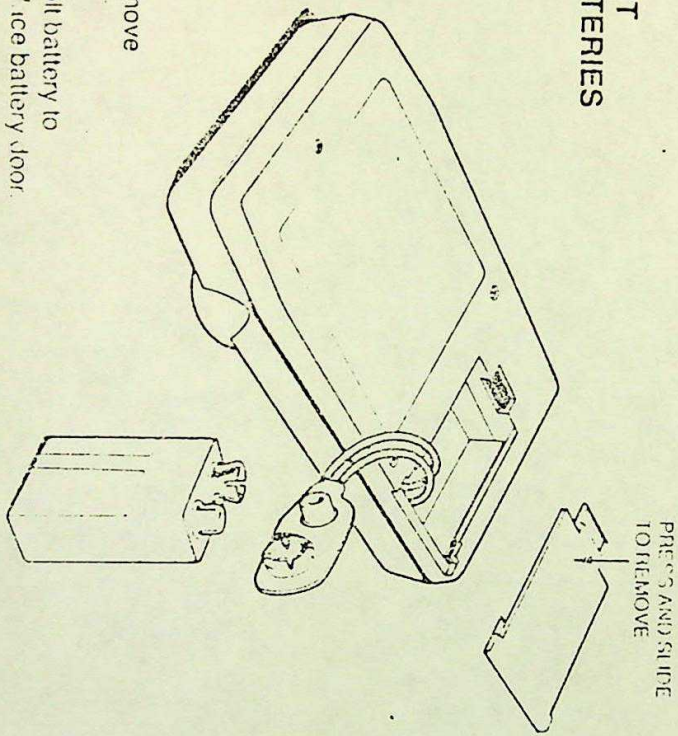

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Attach one 9-volt battery to connector. Replace battery door

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#ATCX2628 Bowling
#ATCX2629 Sky Diver
#ATCX2630 Circus Atari
#ATCX2633 Night Driver
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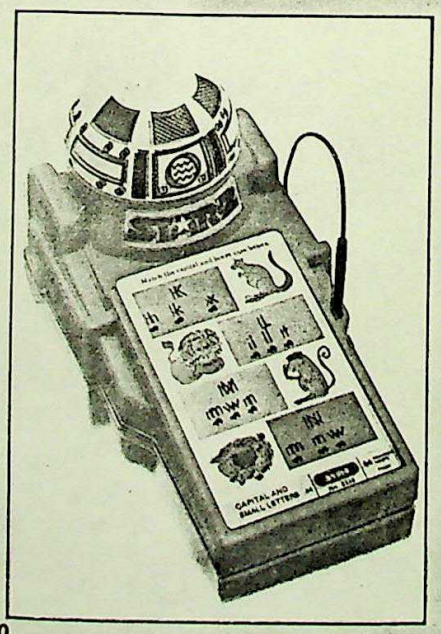

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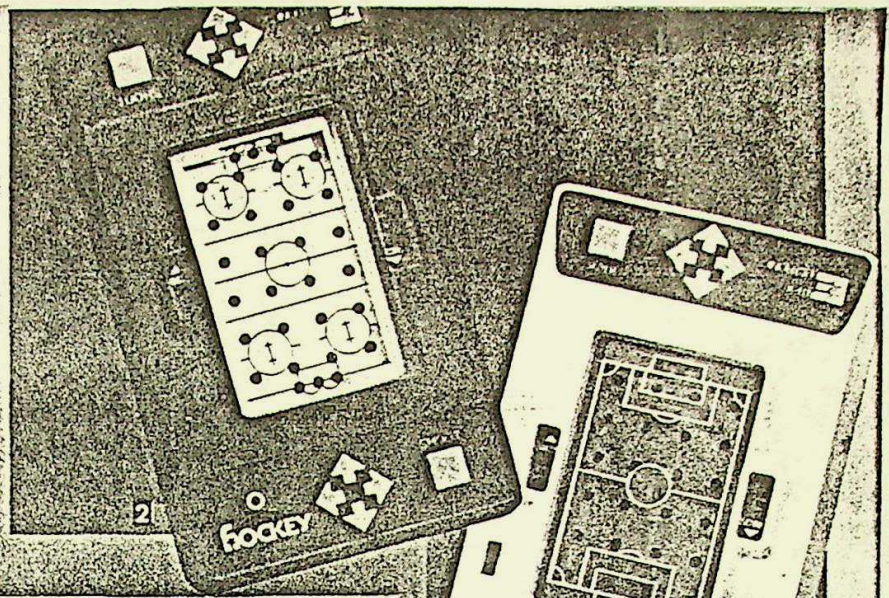

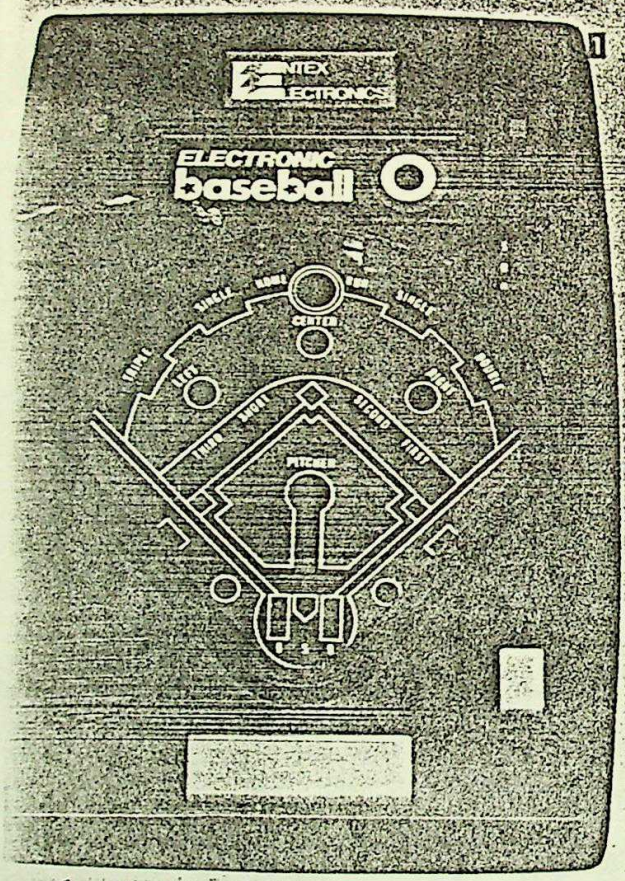

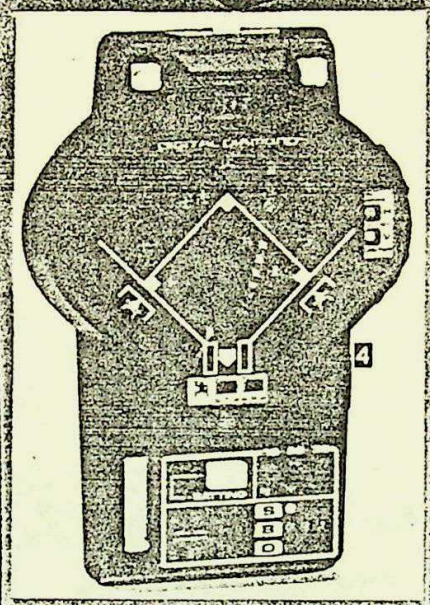

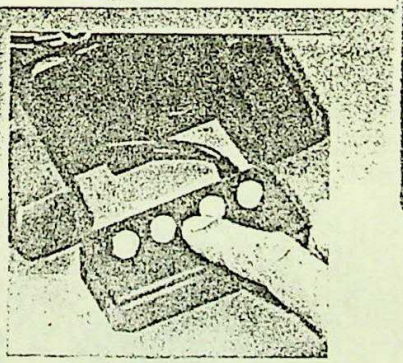

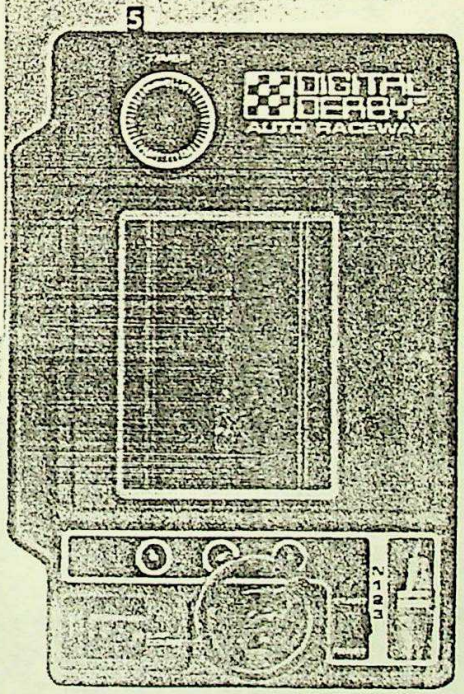

SEARS TOYS CAT

Remote control pitching unit for (1)

(1) Electronic Baseball. You can be the batter, or try your hand as a big league pitcher and show off your fastball. 5 different pitches; if you're playing alone, use "computer" pitcher; or with another player, pitch fastballs, changeups, curves, sliders or knucklers. Remote control pitching unit lets you conceal your pitching strategy. LED readout keeps track of all balls, strikes, outs, base runners and score. You'll see flashing lights and hear a different sound on every play. Watch the players "run" around the diamond on a hit. Once you've hit the ball, computer decides if you'll score. No TV set needed. Includes scoring sheets, instr.
CONSTR: Plastic. Measures 8¾x6¼x1¼ in. high.
FOR AGES: 6 years to adult.
ORDER INFO: Uses 3 "AA" batteries, not included; (order packages below). Warranted by Entex Industries; for free copy, see page 322.
49 TH 62275—Shipping weight 1 lb. 4 oz. $28.47
Package of 2 "AA" Alkaline Batteries
49 C 46819—Shipping weight 2 oz. ..... Pkg. $1.19
Package of 2 "C" Alkaline Batteries
49 C 46839—Shipping weight 5 oz. ..... Pkg. $1.39

(2 and 3) Electronic Hockey and Soccer. Hand-held electronic games let you play against another player or computer on the ice or playing field. You control the offense by moving puck or ball down field, setting up shot, then shooting. Your opponent or the computer attempts to block or intercept puck or ball on defense. Blips of light represent each player and blinking light blip the puck or ball. Both games feature special electronic sound effects, LED position indicators, digital scoring, automatic timing, 4 direction keys and shoot button.
CONSTRUCTION: Plastic, each 8¾x5¼x1¾ inches high.
FOR AGES: 6 years to adult.
ORDERING INFORMATION: Each uses 3 "AA" batteries, not included (order packages at left). Warranted by Entex Industries, Inc.; for free copy, see page 322.

(2) Electronic Hockey Game
49 TH 65777—Wt. 1 lb. 7 oz. $29.97

(3) Electronic Soccer Game
49 TH 65779—Wt. 1 lb. 7 oz. $29.97

(4) Digital Diamond. A push-button 2-player baseball game. Pitcher can throw fastball or curve, batter can hit or miss. If it's a hit, digital light goes into field. The fielder-pitcher then pushes button to see if it's a single, double, triple, out or home run! Scoreboard registers score, men on base, balls, strikes, outs. No TV set needed.
CONSTR: Plastic, 8¾x6x2½ inches high.
FOR AGES: 6 years to adult.
ORDERING INFO: Uses 2 "AA" batteries, not included (order package at left).
49 TH 65043—Shipping weight 1 lb. .. $11.99

(5) Digital Derby Auto Raceway. How many laps can you race before time runs out? Steer, shift, race against other drivers but if you crash, the alarm flashes and costs you laps.
CONSTR: Plastic, 8¾x6x2½ in. Lap counter, reset button, automatic timer. For 1 player.
FOR AGES: 6 years and up.
ORDERING INFO: Uses 2 "C" batteries, not included (order package at left).
49 TH 62006—Wt. 1 lb. 3 oz. $14.27